

JUL 16 1934

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

CXXVI

JULY 14, 1934

NO. 2

Even if LUST FOR LIFE were not such a fine biography of Van Gogh, it would still be a grand novel. The combination makes it as attractive as Somerset Maugham's MOON AND SIXPENCE.

— A. Kroch

By
IRVING STONE

LUST FOR LIFE

COMING SEPT. 26

\$2.50

Longmans

DONALD GORDON in *The American News of Books* gives this fine novel a new rating of 3 Exclamation points



and says:

“For the best book of the month the laurel goes to EDWARD SHANKS for

Tom Tiddler's Ground

It runs to 560 pages and it's not merely bulky. It's BIG.

The story of an interesting life, told with breadth and length and thickness.

It's Going to Go”

PUBLICATION JULY 31st

\$2.50 BOBBS-MERRILL

THE PUBLISHERS' WEEKLY, Publication Office, 19th & Federal Sts., Camden, N. J. Editorial and General Offices, 62 W. 45th St., New York City. Subscriptions \$5; Canada \$7.50; Foreign \$6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N. J. Copyright 1934 by R. R. Bowker Co. London, D. H. Bond, 329 High Holborn W.C.1.

"AN ABSOLUTE CERTAINTY,"

SAYS THE RETAIL BOOKSELLER

— and here's why —

*because of telegrams
like this*

CONGRATULATIONS ON HOLY DEADLOCKS SUCCESS I AM NOT TRYING TO TEACH MY GRANDMOTHER TO SUCK EGGS BUT THERE ARE STILL SOME PEOPLE WHO DONT KNOW THAT MR A P HERBERT IS ONE OF THE MOST CHARMING WRITERS ALIVE
EDWARD WEEKS
Editor Atlantic Monthly

*news-notes like these
and enthusiasm like this:*

A. vA. van DUYM (He was one of the first to boost "The Water Gipsies") "Authors, unlike postmen, very seldom ring twice...but this is the most completely amusing book of the season. What more can one expect from a book than to be witty, convincing, entertaining and absolutely different from the usual run of fiction? Unreservedly to be recommended to EVERYBODY."

ELLEN ENNIS, of Lord & Taylor: "Everybody who thinks, or wants, or has been, through divorce, will enjoy this book...Deliciously ironic situations!"

CHRISTOPHER MORLEY, Book-of-the-Month Club NEWS: "A naked and superb thrust against stupidity...bubbles and fumes with irresistible laughter...has the dangerous excitement of a stick poked into a hornet's nest."

Rarely have we known a forthcoming book to excite so much friendly interest, so far in advance of publication, as A. P. Herbert's brilliantly amusing novel of two people in search of a decent divorce—HOLY DEADLOCK. This may be due to the great popularity of Mr. Herbert's "THE WATER GIPSIES," which, as the new Retail Bookseller notes, was an even better book than its 35,000 sales at \$2.50 the copy would indicate. Here's a novel that is delightful entertainment—just as saleable as "The Water Gipsies"—chosen as the "book of the month" by the Evening Standard in London, recommended there by both Book Society and Book Guild—and a best-seller since April—They're already asking for the book in New York shops! Have you ordered plenty of stock?

— A. P. Herbert's —

HOLY DEADLOCK

August 1st—\$2.50. DOUBLEDAY, DORAN

In Canada: Doubleday, Doran & Gundy, Ltd., Toronto.

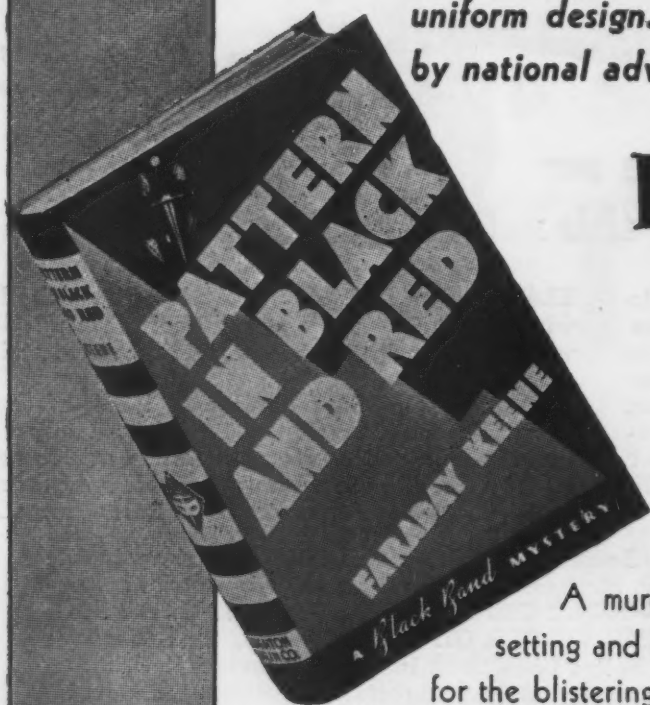
AUGUST BOOK-OF-THE-MONTH CLUB SELECTION



THESE ARE

Glas Ba

WITH these four books, we are inaugurating a new series which will carry the Black Band of Mystery and Sudden Death. They will be out and out thrillers, psychological murder stories, tales of the Secret Service, and "We've done it". They will cater to every conceivable mystery story palate, but they will each maintain a high standard of suspense and action. Notice the uniform shelf-binding on the two jackets shown. They will help your Reference Library readers in choosing their mysteries. Each front jacket will carry the Black Band Caption at the bottom and the covers of each title will be stamped with the uniform design. The Black Band series will be backed by national advertising, posters, and special publicity.



PATTERN IN RED AND BLACK

By Faraday Keene

A murder-drama with a stately Southern house for setting and negro superstition darkening its background. For the blistering June heat, three men would have died in their beds instead of in their boots. Some murder stories blow hot and cold, but in this one the excitement never diminishes. This is a first psychological mystery with plenty of action and atmosphere. Faraday Keene is the pseudonym of a distinguished novelist.

September publication\$2.00

HOUGHTON

Black Band

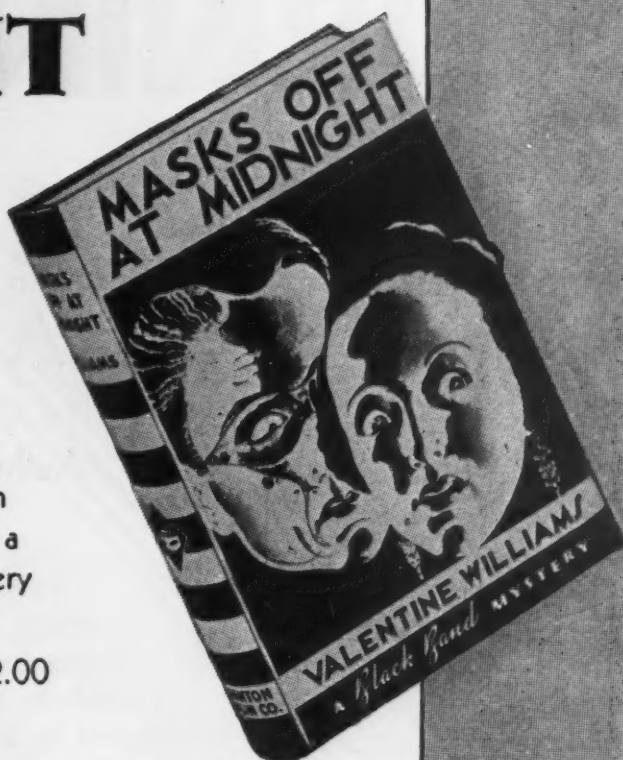
MYSTERIES

MASKS OFF AT MIDNIGHT

By Valentine Williams

Long Island high society background . . .
 a brazen murder committed under the noses
 of scores of merry making guests at a fancy
 dress pageant . . . a Scotland Yard detective
 young Trevor Dene of "Death Answers the Bell"
 ("The Clock Ticks On"), foregoing a vacation
 to accept this challenge . . . a love affair with
 sinister complications . . . and—to sum up—a
 tight murder story with pleasant characters of very
 much the same type as "The Clock Ticks On."

September publication \$2.00



AGENT B-7

by Ared White

A thrilling story of espionage and counter-espionage during the
 Great War by the author of "The Spy Net."

September publication \$2.00

MURDER IN THE WALLED TOWN

by Katherine Woods

Nine Americans, a lovely French village, and an ingenious
 murder plot.

September publication \$2.00

MIFFLIN CO.

Publication Date, July 13th

TURNING TIDE



By

SARA WARE BASSETT

Author of BAYBERRY LANE

TWIN LIGHTS

SHIFTING SANDS

Another of Miss Bassett's vivid pictures
of Cape Cod

\$2.00



THE PENN PUBLISHING COMPANY PHILADELPHIA

...and

here is **BRASSBOUND**

the book we've been telling you about (P. W. June 23 and July 7).

It's written by Mary Bickel, and it's the story of a woman's life from the moment she first set eyes on fascinating,

handsome Clayton Carroll when she was sixteen years old, to the day 15 years

later when she went on trial charged with murdering him. Did she or didn't

she? In three hundred pages of breathless drama Mary Bickel brings her story

to a climax that hasn't been equalled

since "The Bellamy Trial" or "The Case of Mary Dugan." Read this book

and you'll understand why we say Mary

Bickel is a find. And she's no one-book

author. She's already at work on her

second one and it looks like a honey

too. We think she's going to be another

Mary Roberts Rinehart and Edna

Ferber rolled into one. She's going

places on Sept. 12. Have you got your stock?

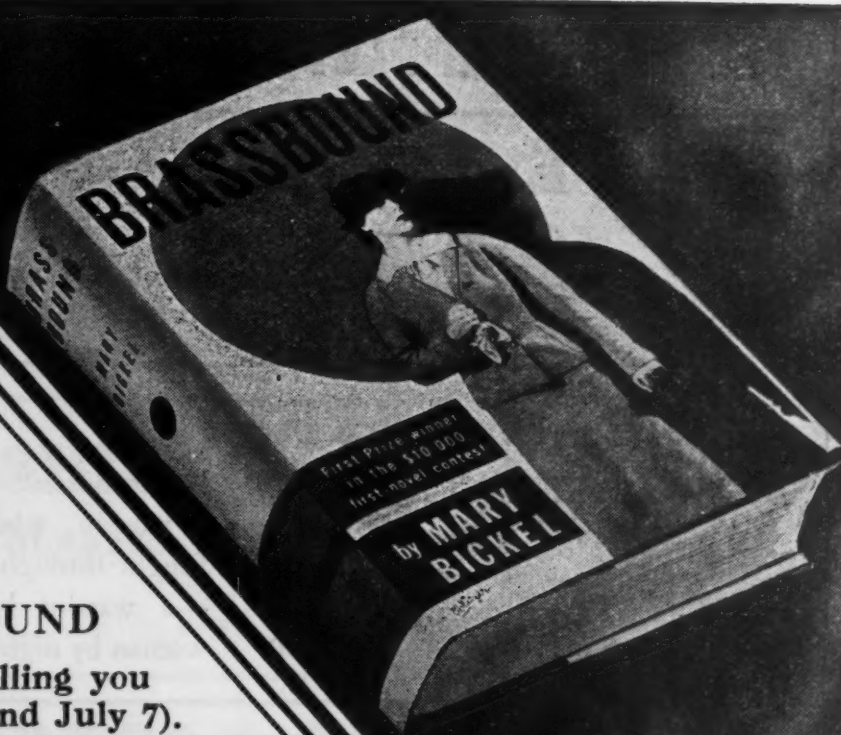
Price \$2.00



All orders for 5 or more copies received from now until publication, Sept. 12, will get salesmen's discount. (40%)



COWARD - McCANN
55 FIFTH AVENUE
NEW YORK, N. Y.



These Are APPLETON-CENTURY Books

THE PEEL TRAIT

By JOSEPH C. LINCOLN

August 17.

\$2.00

The publication date of this finest of Lincoln novels is advanced to August 17.

WOMAN ASTRIDE

By NORA PURTSCHER-
WYDENBRUCK

August 3.

\$2.50

Extraordinarily exciting romance of a woman, who in male disguise fought through the 30 Years' War—a warrior by day, a beautiful woman by night.

THE YOUNG MAN'S GIRL

By ROBERT W. CHAMBERS

August 10.

\$2.50

A love story of modern society presented in Mr. Chambers most sophisticated readable manner.

THE BRASS KNOCKER

By EDWARD RATHBONE

August 3.

\$2.50

A powerful story centering in a stroke of violence in an English provincial house of ill fame.

UNCONFESED

By MARY HASTINGS
BRADLEY

August 17.

\$2.00

A popular author presents a murder mystery skillfully told and full of suspense and excitement.

OLD FARM

By ETTIE STEPHENS
PRICHARD

August 3.

\$2.00

This novel has the strong appeal of the charm and wholesomeness of its scene, the Schofield family farm in Illinois.

D. APPLETON-CENTURY COMPANY, 35 W. 32nd St., New York

The Ryerson Press, Queen & John Streets, Toronto, Ontario, handles the Appleton-Century general trade line in Canada.

These Are APPLETON-CENTURY Books

AMUSEMENT PARK

By ROGER GARIS

July 13.

\$2.00

The colorful, dramatic material of an Amusement Park's daily life in a novel of very popular quality.

NIGHT SHIFT

By RICHARD BLAKER

July 13.

\$2.00

The Never Sleep Garage is the scene of this story of a picturesque segment of life.

GINGERBREAD HOUSE

By EILEEN BIGLAND

July 13.

\$2.00

A very clever story of a family which is half Irish, half Russian and wholly entertaining.

HOLY WEDNESDAY

By MANUEL GALVEZ

July 13.

\$2.00

One of the most distinguished novels of the year. A beautifully written story by a South American writer.

AN ALLEY OF FLASHING SPEARS

By DONN BYRNE

July 13.

\$2.00

A new volume of characteristic stories by the author of "Messer Marco Polo."

STRONG MAN RULES

By GEORGE N. SHUSTER

July 20.

\$2.00

A liberal, fair-minded interpretation of Germany today by the editor of The Commonweal.

D. APPLETON-CENTURY COMPANY, 35 W. 32nd St., New York

The Ryerson Press, Queen & John Streets, Toronto, Ontario, handles the Appleton-Century general trade line in Canada.



KING BOOKS FOR FALL—a *Short Strong List*

THE WHITE PARADE

● by **RIAN JAMES**, author of "Ladies in Waiting", etc.

Rian James has turned to the fascinating subject of nurses in a training school, for his finest novel to date. We see the undergraduate girls in their restricted, spartan life, into which romance rarely creeps, making it all the more intense when it comes in the form of an injured polo player. August, \$2.00.

WEEP FOR ME

● by **KATHLEEN SHEPARD**, author of "I Will Be Faithful", etc.

Kathleen Shepard, whose romances are reaching an ever wider public, has, in "Weep for Me," a factory girl, Toni, imposed by a rich relative's will on a Sutton Place family. The only person in the household who speaks Toni's language is the chauffeur Victor. Toni finds her emotions entangled between Victor and the young heir. September, \$2.00.

LOVE WITHOUT BREAKFAST

● by **EUNICE CHAPIN**, author of "Pick-Up", "City Girl".

Eunice Chapin, whose expert light fiction has won her a large following, turns for her latest romance to the Long Island scene, where she depicts a pretty young step-mother, formerly a showgirl, attempting to save her husband's daughter of her own age from the consequences of her folly. Billy da Rima, the fraud, is shrewdly drawn, as are Aunt Ellen, Carol, the daughter, and Lolly, the former showgirl who becomes society matron. A most amusing novel, an important rental number. November, \$2.00.

LET'S BURN OUR BRIDGES

● by **MARY FRANCES DONER**, author of "Broken Melody"

Two years after their marriage, Biddy Worden and Cliff, her newspaperman husband, decide to burn their bridges via the divorce court. Cliff marries a wealthy deb, and Biddy, a man much older than herself, a financial magnate. LET'S BURN OUR BRIDGES is written in a tense, emotional style—one that will find extensive and immediate appeal. December, \$2.00.

DUCHESS BY APPOINTMENT

● by **LADY MARY CAMERON**, author of "Merrily I Go To Hell".

How Polly Button becomes Duchess of Flamboro for one evening to make the social-climbing Mrs. Blotz's party a success, and how the mythical Duchess persists after her employment was ended, furnishes a gay, delightful story with many surprises and sparkling wit. Lady Mary Cameron, in her latest novel with material suited to her style, will repeat the success of "Merrily I Go To Hell." July, \$2.00.

FIGHTING HORSE VALLEY

● by **WILL JENKINS**, author of "Mexican Trail", "The Gamblin' Kid", etc.

Will Jenkin's latest strikes a modern note in Western stories. It pictures the West of today, so modern that the New Deal price for gold leads Chet Holliday to Alminas to reopen an abandoned gold mine. Yet Chet awakens also hatreds and passions that have slumbered for twenty years, and finds the West a place where six-guns still flash upon occasions. October, \$2.00.



ALFRED H. KING—432 Fourth Avenue, New York City

KING BOOKS FOR FALL—a Short Strong List ★

● by EDDIE CANTOR, author of "Caught Short", etc.

Packed with incident, this book on Florenz Ziegfeld, through which pass such people as Will Rogers, W. C. Fields, Marilyn Miller, Ed Wynn, Lilyan Tashman, Anna Held, Gene Buck, Fannie Brice, Bert Williams, Jerome Kern and others famous in the theatrical world, is a sure-fire hit. An intimate and revealing picture of Ziegfeld and his era. With 32 illustrations of the famous Ziegfeld girls. October, \$2.00.

ZIEGFELD: THE GREAT GLORIFIER

● Jews in Soviet Russia—by LEON DENNEN

This is the fascinating story of a Jew brought up in the Russian ghetto, who returned to his native land after spending ten years in America. He found a new Jew and a new life everywhere: a Jew that was singing in rising Soviet factories, or tilling the dark soil of the Ukraine, the Crimean Steppes or faraway Biro-Bidjan where a Jewish Soviet Republic is being established. He found that in the land where once pogroms were in order, today anti-Semites rather than Semites stand trial; that the five-year plan includes Jews as well as Russians. This book is important because it is the first to record the awakening of hope for the millions of Jews in Eastern Europe, and points the way to a solution of the Jewish problem. Dennen's articles have appeared in *The Nation*, *The New Freeman*, *The Menorah Journal*, etc. 32 illustrations. September, \$2.50.

WHERE THE GHETTO ENDS

● by FRANCINE FINDLEY, author of "The Root and the Bough" and "Treeless Eden".

Two young lovers, secretly engaged, make plans for building a home—which would include a mirror in their living room whose shining surface would always reflect their happiness. To help her father, the girl listens to the advances of a rich young playboy. Which young man the girl takes, and whether the mirror in her home will be blank or shining, remains Francine Findley's secret until you have read almost entirely her delightful new novel. October, \$2.00.

THE BRIGHT MIRROR

● by CHERRY WILSON, author of "Black Wing's Rider".

Eagle Strange living at Big Springs with his daughter Memory suddenly finds himself in bad trouble. His older sons fail him; his youngest son Quinn, who is estranged, does not respond, but his friend Dirk comes in his stead. How Dirk handles a ticklish situation and wins the love of Memory is disclosed in this top-notch Western. November, \$2.00.

STIRRUP BROTHER

● by TOM ROAN, author of "Montana Outlaw".

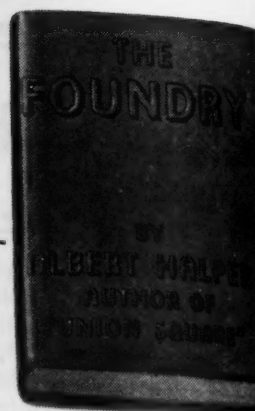
The Larsens are sheep herders, the Hatches cowmen. After forty years the Larsens again invade Whispering Range. Tom Hatch loves Old Larsen's daughter—a troublesome complication. A story of the modern West, a hard-riding, hard-fighting tale of the rangelands of the Rockies; a story of love caught in the cross-fires of hatred. December, \$2.00.

WHISPERING RANGE

ALFRED H. KING—432 Fourth Avenue, New York City ★

FROM AMERICA:

a grand, lusty story of human beings



There's something vibrantly alive about the people Albert Halper casts into life in *The Foundry*. It's that very quality which will make it easy to sell. Read it and then tell your customers about Jack Duffy, his missus and his mistress; about the handsome bookkeeper and her law student; about Max'l the tough boss with the weak heart; about August, the shipping clerk who hears a symphony in the cacaphonic foundry noises. Tell them—and we'll tell them, too, in a big advertising campaign which will be keyed to the sweeping power of this new novel by the author of *Union Square*. Halper was recognized upon the publication of his first book as a brilliant young American novelist. He now fulfills his early promise in this fine and genuine and robust tale—filled with humor as well as the stern reality of life.

THE FOUNDRY

by

ALBERT HALPER

September

\$2.50

The Viking Press, 18 E. 48th St., N. Y.

FROM EUROPE:
a major work of world literature

FRANZ WERFEL
**THE
FORTY
DAYS
OF
MUSA DAGH**

A little band of people fled to a hilltop—modern Europeans and Asiatics of an ancient race. There, shut off from the world, besieged by hostile forces, they tried for forty days to preserve their lives and their civilization in a new and threatening environment. Into this new life they carried the personal loves and hates which had marked the old. On the plains below lay a common enemy, within themselves seethed a hundred smaller, but no less intense, emotional conflicts. On this gigantic theme, Franz Werfel builds the greatest novel he has yet written. The Viking Press publishes it with the conviction that it is one of the most distinguished works of literature we have ever been privileged to present, a book such as comes but once in many seasons—a book to be ranked with *The Magic Mountain* and *The Case of Sergeant Grischa*.

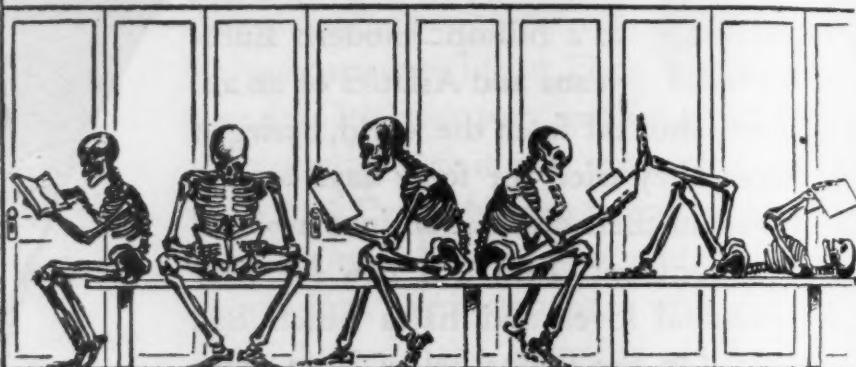
THE FORTY DAYS OF MUSA DAGH

by
FRANZ WERFEL
October \$3.00

Sold under the Viking Protection Plan



BACK in the days when children were supposed to be seen and not heard we were told never to point at people. Now we have an author who compels us to point at him, and to point with pride so that neither the head waiter nor the other photographer's models will have to pose for our humiliation with the filet mignon.



Our finger is aimed at Keith Fowler, at the moment a shy, unknown writer. The days of his obscurity are numbered. Conservative magazine editors seldom pursue a new writer until after he has won his popularity. This was true of Hemingway, Erskine Caldwell, Sinclair Lewis, F. Scott Fitzgerald, Aldous Huxley, Pearl Buck and a host of others. But in the case of Keith Fowler, the first magazine editor to whom we showed galleys of **ALL THE SKELETONS IN ALL THE CLOSETS**, ordered stories at once. The second editor, running a chain of large magazines, handed Mr. Fowler a contract the day after.

ALL THE SKELETONS IN ALL THE CLOSETS is not a mystery. It is a hard-hitting, robust, hilarious novel in the juiciest kind of vernacular; it takes the hide off a crew of crooks and high-binders who fleeced the elite and the would-be's. These rogues make the most colorful set of characters we can recall

since Falstaff's paunch strained its girdle.

We shall send advance sample copies of **ALL THE SKELETONS IN ALL THE CLOSETS** to the first 100 booksellers who

send written requests. Read this novel and nature will take its course. You'll whisper the good news to your best customers, they'll whisper it to their best friends, and the whisper will grow into a shout, hailing the most diverting best seller in recent years. Aug. 10th, \$2.50

Steel is scheduled to be the big news for months to come. This biggest industry may be shaken by a volcanic strike. Therefore Leslie Swabacker's sturdy novel, **BIG STEEL** will be big business for you. It tells the story of a titan of industry, in fierce battle with other titans, and the strange revenge his passions took on him after years of suppression. Aug. 17th, \$2.50

Maxwell Bodenheim has joined the swing to the left. But his proletarian novel is vastly different from the dark mill town type. His is the story of young workers, frustrated in their love, in their attempt to build a home, and find secure happiness.

It is a blazing indictment of our social system which preaches wholesome love and marriage, yet drives worker lovers to hallways, park bushes, grimy dance halls. **SLOW VISION** is the story of young workers and how in their unconquerable quest for love and a decent life they come slowly to the vision of their true road of salvation.

Bodenheim has written many powerful novels, "Replenishing Jessica", "Georgie May", "New York Madness", but none so revealing as his new novel, **SLOW VISION**. Aug. 24th, \$2.00

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The most complete and authoritative manual ever compiled for the care and training of children from infancy through adolescence. 1400 subjects, 27 illustrations, 959 pages, with complete cross index. A hundred books in one, and a tremendous value at \$3 in this first trade edition. The market is the mothers and fathers of America.

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Publication
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\$2.50

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HITCHCOCK
INC.

NEW YORK

A Novel by
ARCHIE
BINNS

THE only novel ever written
about "the men that never sail"
and the strange lives of the men
aboard.

SETTING: The small but interesting world bounded by the hull of a lightship off a reef on the Pacific Coast—an isolated society, riding alone through its own adventures.

CHARACTERS: The nine men cast by queer turns of fate upon this lonely deck, and the women in their lives. Each is an individual, but through them are seen the common experiences of all mankind.

STORY: The lights and shadows, humor and tragedy, pettiness and heroism of daily living play over the story. The tense drama reaches its climax in a life and death struggle to save the ship which is the crew's whole world.

SALES POSSIBILITIES: No man can read *Lightship* without a thrill. Women will find in it something entirely different from anything in current fiction. It is a novel for sales and rentals.

SALES HELPS: This novel leads our fall fiction, and will be promoted and advertised as such.

THE AUTHOR: Archie Binns comes of a sea-faring family and spent many of his early years at sea. He writes realistically, yet with compassion, about the men he knows. And his style and technique are certain to win fine critical acclaim.

LIGHTSHIP

Forthcoming

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HITCHCOCK
BOOKS**

for the Fall

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By Cliff Meredith Nov. \$2.00

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By Ruth Carroll Nov. \$2.00

*Full details of these books will be announced
in future issues of the Publishers' Weekly.*

REYNAL & HITCHCOCK, Inc.

386 Fourth Avenue · New York City

R & H

a dark horse...

It is with particular pleasure that I announce the publication on July 30th of John Collier's new novel

DEFY THE FOUL FIEND

or, The Misadventures of A Heart

by the author of "His Monkey Wife"

It is not necessary to use superlatives in describing this book. *Greatest, best, biggest*—you can discard them all. To the few dozen (or perhaps hundred) who read "His Monkey Wife" the mere announcement of a new novel by the same author will be sufficient.

To the 120,000,000 others you can say that the hero of this novel is the illegitimate son of a dissolute and bankrupt peer. At twenty, with no equipment except a few romantic notions which do not survive very long, he is pitchforked into the post-war world. Like all of us at twenty, he wants to become a fine fellow; but the question is, what kind—Don Juan, Don Quixote, Panurge, Machiavelli? You cannot imagine a young man with warmer feelings or fewer morals, and he naturally gets into all sorts of deplorable scrapes. After his dreams have faded, he is still glad to be alive, and his adventures go on.

A beautiful book designed by W. A. Dwiggins and made as books ought to be made.

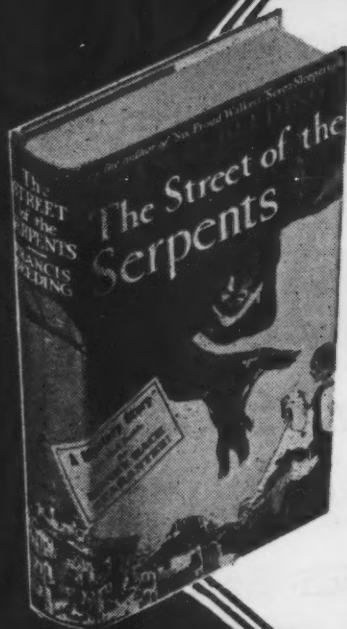
400 pages \$2.50 net

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100% ENTERTAINING



FRANCIS BEEDING'S

*The Street of the
Serpents* For the sophisti-
cated lover of
mystery and adventure. July 18. \$2

MARGARET JEPSON'S

Via Panama

A grand book in the lighter vein
for lovers of romance. July 18. \$2



HARPER & BROTHERS

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*Here are the 1340 manuscripts
submitted in the fourth Atlantic
\$10,000 Prize Novel Contest*

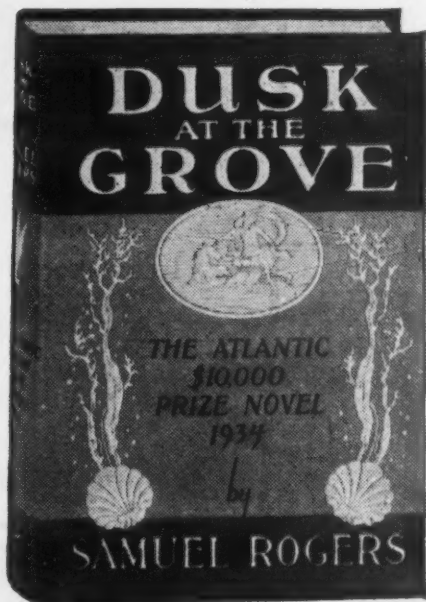


The ATLANTIC \$10,000
PRIZE NOVEL-1934

*Here is the
Winning Novel*

DUSK
AT THE
GROVE
by
SAMUEL ROGERS

*A modern story of an American
family by an American author*

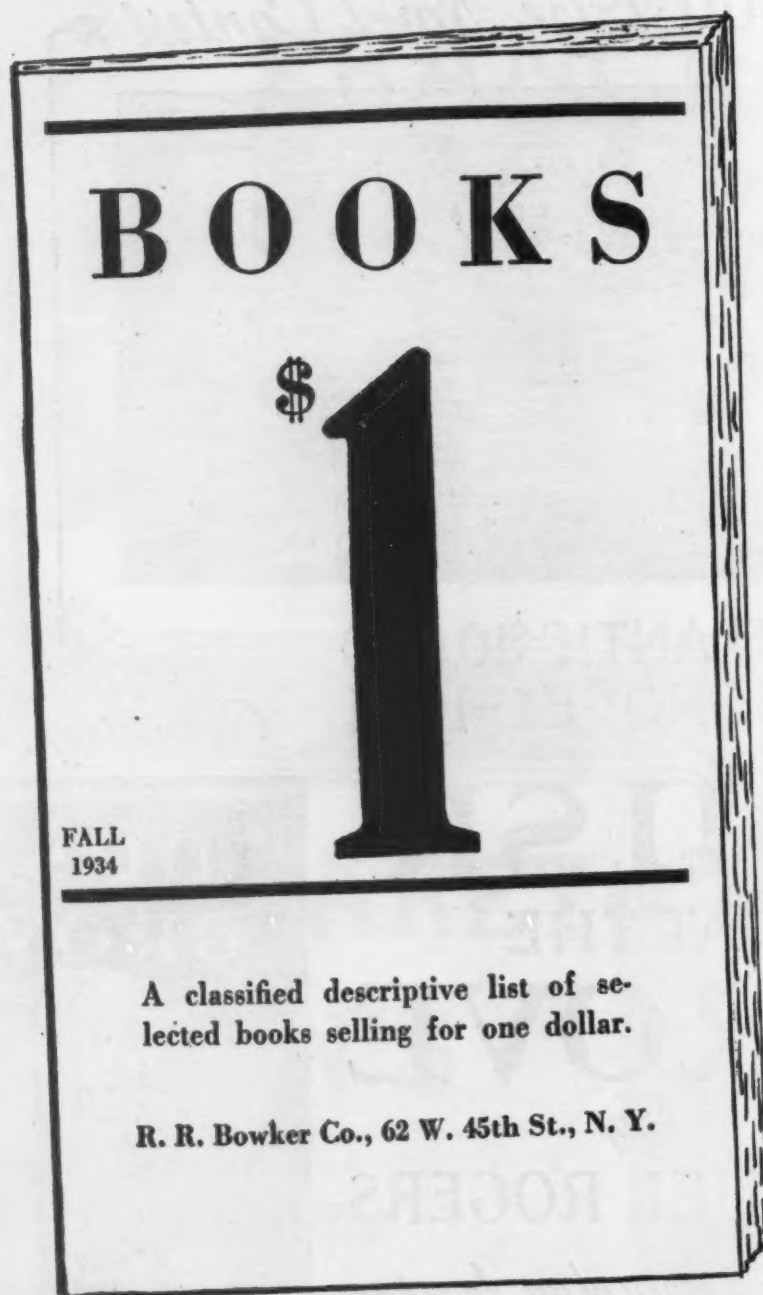


Many of your customers will order the Atlantic Prize Novel in
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Ready August 24, \$2.50

Boston LITTLE, BROWN & COMPANY Publishers

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to **SELL** more dollar books



Under the protection of the code, booksellers may now feature dollar books without "price cutters" getting the benefit of such sales efforts. To help YOU sell more dollar books, we are preparing an orderly classified descriptive guide to a selection for adult reading. Ready September 15.

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To give our readers an accurate picture of what is being read in America, BOOKS has arranged with the leading booksellers of the country to report each week their sales of the first six titles in fiction and non-fiction. Only titles reported three or more times are charted.

[illegible]

**Best Sellers Reported by the
N. Y. Herald Tribune for the
Week Ending JULY 8th.**

More Than Half of the
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THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

JULY 14, 1934

How to Be a Publisher

*Address Given at the First Choosing-a-Career Conference Held at
L. Bamberger & Co. on June 27*

RICHARD L. SIMON

Vice-President and Treasurer of Simon & Schuster

BEFORE I WENT into the publishing business, I shared the opinion of thousands of others that publishing consisted in sitting on a nice upholstered editorial chair from nine to five (with two or three hours out for luncheon) reading the manuscript of books like "Anthony Adverse" or "The Postman Always Rings Twice," calling up the author and telling him he's wonderful and that his book will, of course, be published immediately. The rest of the time was spent reading proofs, or telling H. G. Wells over the telephone that, "No, I am sorry but I can't have lunch with you tomorrow." Evenings would be spent in speakeasies, Making Contacts with a capital M and a capital C. Somehow or other in the back of my head I knew that other things had to be done, but the hired help probably took care of that. Actually publishing is a complicated business.

The annual sales figure of each of the two or three biggest publishers is rarely more than five million dollars. Compare this with sales of a department store or the chain store business or the meat packing business. Or compare publishing profits (one or two leading houses make in a year a quarter to half a million dollars) with the profits of an automobile company or a chewing gum manufacturer. Truly we are pikers.

But somehow or other when we get into the publishing business we fall in love with it and no matter how little we make or how

close we come to starving we just can't leave it. I imagine that fewer people leave the publishing business than almost any industry.

Publishing is roughly divided into four departments: first, the editorial which, in the long run, is most important. Editorial work consists not in sitting in that upholstered chair reading manuscripts, although much reading will have to be done—largely at home after hours. It consists largely in finding and encouraging books of real merit, which because they are so good will be commercially successful. A book publisher who brings out what he knows to be tripe, thinking the public will like it, sooner or later finds himself liquidating his bankruptcy—and deservedly.

An editor must read dozens of magazines each week and month. Not only *The New Yorker* and *Time* and *The Nation* and *The Saturday Evening Post*, but the literary magazines here and abroad. He must read all the trade papers here and abroad. He must feel at home intellectually with the people who read *Liberty* and go to Coney Island, as well as with the highbrows who read the *Yale Review*, and the so-called carriage trade who read *Harper's Bazaar* and *Vanity Fair*.

While he must retain his critical faculties, he must be warmly receptive to any idea that has merit. He must be in love, so to speak, with authors and the authors' unborn babies.

A very important part of editorial work entails figuring out what sort of book there is a real need for, and then getting the proper person to write it. Let me give you a few examples of this type of book.

For instance, it is obvious that with the opening of trade with the Soviet Republic people will want to know more of the Russian language. If an astute editor today could find a writer who could teach Russian to the layman, he would undoubtedly publish a successful book that would sell for years and years.

Importance of Ideas

Possibly some of you men have read some of the books that originated as editorial ideas in our own office. "The First World War" by Laurence Stallings, for instance, (that book of photographs which was so popular some time ago) came to us not as a manuscript at all. Instead it was the result of an inspiration of Mr. Schuster's. He felt there was a real need for visualizing in motion picture technique the drama, horror and futility of war. He spent almost three years collecting pictures. He wrote for them to Vienna, Berlin, London and Paris. The 500 pictures in this book represent a selection from over 5,000 photographs.

Another example: Both Mr. Schuster and I felt that there was no book that would tell us as human beings rather than as students what Art was really like. We wrote to friends of ours asking who, in their opinion, knew all about Art and—more important—was able to talk about it so we would like to listen. Thomas Craven was recommended, and he was commissioned to go abroad to the museums of Europe and write a book about Art. The book was called "Men of Art" and it achieved not only a large but a lasting success. I could name dozens of other books which our firm alone has published, not from finished manuscripts but from ideas.

After the editorial department the most important department in publishing is that of promotion. Promotion includes selling, advertising and publicity. When I graduated from college, I thought selling was something nasty, like ringing doorbells and making a nuisance of myself, and insisting on having someone sign for something on some mythical dotted line. I have learned since that selling can be, and most of the time is, a dignified and important part of our civili-

zation. I advise all of you, regardless of whether you go into publishing, to know something about selling. There are two books which you ought to buy: "My Life in Advertising," by Claude Hopkins, and "Turning People Into Gold," by Kenneth Goode. Neither of these books is published by our firm.

And may I recommend furthermore, while on the subject of selling, (and I can't over-stress its importance if you plan to go into any line of business) that you look up the literature of selling and advertising.

The third important department in publishing is that of production—the manufacturing department. Contrary to the usual belief, publishers do not have their own printing presses and binderies. The work is given out to companies who specialize in printing and binding books for publishers. There are two essentials in being a successful production man: (1) You must have a good head for figures, costs, and so forth. You must be systematic and conscientious, and know when the galley proofs ought to be ready and be sure that the paper has been ordered at the time that a book is ready to go to press.

(2) The next important qualification is that you must have a love and appreciation for good typography and fetching jackets. A love and appreciation of typography is not inborn—it is developed.

I remember when I first went into business I received a circular letter about a set of books on type called "Sherbow's Type Charts." The price was \$48. It seemed like an incredible sum, but I took a chance and bought it because it was offered on a money-back guarantee basis. This set of books has been worth tens of thousands of dollars to me. I learned from it the rudiments of good typography, and it developed in me a knowledge of how to make types work most effectively and a desire to know even more about types and the beauty and readability of a printed page. No, don't get out your pencils for this. Anyone with a knowledge and enthusiasm for typography (and knowledge is even more important than enthusiasm in this case) has a far better chance of getting into the publishing business than those who don't know typography.

The fourth and last general department of the publishing business is the administrative. This is essentially the same as in any

other business. Publishers, after all, must ship things, make out bills, collect checks. They must have a system for getting things done. And unless you have some specialized knowledge of editorial work, selling or production, this is where you will probably begin.

A word about the salary possibilities in each department. If you do get that mythical job, you will begin at anywhere from \$15 to \$20 a week. If you are good you will soon make more, but there are few salaries that go higher than four or five thousand dollars a year. The best paying jobs are, of course, in the creative departments, especially in the editorial and promotion jobs, most particularly the editorial. I doubt, though, whether any job in the publishing business—and by job I mean pay-check rather than interest in profits—pays more than fifteen thousand dollars a year. I imagine there are no more than ten or twenty publishing men whose salary is that large.

Perhaps it is because I went to college myself that I believe strongly in the advantage of a college education in helping a man to succeed in any job. While I think this is true in most businesses in general, I think it's especially true in the publishing business, and most especially the editorial end of the business as I have outlined it. I believe this, not so much because it demands a certain cultural background, but because a good college education gives a man the knack of finding things out for himself without the benefit of consulting the teacher whenever he is up against it. I often used to wonder what real good my four years at Columbia did for me, and I found out two or three years after leaving college that I had been taught—subconsciously perhaps—how to get at facts, how to use a library and reference books, how to consult people who would give me information when I needed it. In the publishing business this sort of rugged individualism as applied to the securing of information is extremely important. Publishing has no set patterns. Every day and every week problems come up, and there is no teacher of Publishing A 41 who can solve them for us.

Another thing that a good college education should give a man is the ability to get the other fellow's point of view—to put himself in the place of the person to whom he is talking, or of whom he is thinking.

While this is important in selling, it is equally and possibly more important in editorial work. You must be able to visualize yourself as the man who is buying the book your house is publishing. You must visualize yourself reading that manuscript in book form, why you are enjoying it, and if not, then, why not, and if something might not be done to the manuscript or the manner of its production in book form that will make it more attractive.

Perhaps it is for these reasons that nine out of ten executives in the publishing business, and the publishers themselves, are college men.

What to Do

Here is what I would do if I were just getting out of college and wanted to get into publishing.

In the first place I would not spurn what is technically known as drag. If you know anybody in the publishing business, make use of him. Get to know him—not only in his office but out of it, and pump him for all the information you can possibly get out of him about publishing. If you don't know anybody in the publishing business, then try somehow or other to get to know a salesman for a publishing house. This is a little simpler than it actually sounds. Publishers' salesmen visit bookstores. Go to your bookseller (and by the way, if you are not a frequenter of bookstores, you probably do not belong in publishing at all), make friends with him, and say that you would like to get in the publishing business some day and ask for permission to meet one or more of the salesmen who come to see him. You are apt to find these salesmen extremely intelligent men. They are full of information about the publishing business in general, and if there are any jobs available they are the first to know about them. Somehow or other if there is an opening anywhere the information leaks out at once to the salesmen.

Try also to get a job in a bookstore, though I warn you this is very difficult these days. It isn't at all necessary for you to do this, but it would be a good step in the direction of entering the publishing field.

I believe it is futile and discouraging to apply for a job by going around from one publishing house to another asking for a job or for reading or translating to do. The girl at the reception desk tells me that 10 to

20 college men a week come to her window asking for jobs. (This, by the way, is in addition to the ones who get into my office through a letter of introduction.) They say they have majored in French or English or Economics and would like to get into the publishing business, and couldn't they read or translate manuscripts. None of these men has ever got one-quarter of the way to first base at our office, nor do I believe they have been any more successful in any other office. You have got to be more earnest and intelligent than that.

In addition to getting to know people in publishing either through personal acquaintance or making the acquaintance of salesmen in bookstores, I urge upon you most strongly to read two or three books: "The Truth About Publishing" by Stanley Unwin, published by Houghton Mifflin; the "Cheney Report," published by the National Association of Book Publishers. It is a report on the publishing industry and is full of facts that you should know. This book, by the way, is out of print. A bookseller might lend you a copy or else you might be able to find a copy at a large public library.

Another book which I recommend, though not as highly as the other two because it was written about 25 years ago, is "Confessions of a Publisher," by Walter H. Page. It was published by Doubleday, Page and you may find it hard to get because it is out of print.

In addition to this, I suggest that you subscribe to the most important of the publishers' trade magazines—the *Publishers' Weekly*. This is published by the R. R. Bowker Company, 62 West 45th Street. The price is \$5.00 a year. If you can't afford it, then go to your bookseller each week and ask him if he won't let you read his copy of *Publishers' Weekly*.

Besides *Publishers' Weekly*, I suggest that you follow the book reviews very carefully, particularly the *Herald Tribune* Sunday Section, the *New York Times* Sunday Section, the book review section in *Time* magazine and in the *New Yorker*, the *Saturday Review of Literature*, which is a magazine devoted entirely to books. There are many other magazines that review books that are impor-

tant but perhaps you can discover these for yourself.

After you have got the background of publishing by reading these books and magazines, and by associating as much as possible with people in the publishing business, then it is time to apply for a job. Try to get an interview through somebody whom you know or have got to know. If you are unable to do this, then write a letter to the head of a house outlining your reasons for applying for a job, and, above all, talk the publisher's own language. You may tell him, if you want to, that you majored in English but it won't make an awful lot of difference to him unless this statement is accompanied by some of the knowledge you have acquired about publishing.

I think the most important thing for a woman entering the publishing business is to be a good secretary, a good stenographer, and almost as important, but not as important, to be interested in current books and current magazines, have a desire to read the new books and to have a knowledge of what has been published in the last five years or ten years.

When you apply for a position ask for some particular job. Say, for instance, especially that you would like to have a job in the accounting department to begin with, or in the manufacturing department, or any department you feel might make a good start in. No matter how lowly the job is—even if it consists of being an office boy—take it. Publishing is a sporadic business. A publisher will find himself confronted with a best seller or two without any advance warning. He needs more people, somebody perhaps for the editorial department or the sales department or an assistant in publicity and advertising. Every publisher prefers to go to his own organization to fill these jobs and the chances are ten to one that he will pick you for this new job, provided that you have shown intelligence and enthusiasm for the specific job you have been doing and for publishing in general.

Before closing, I wish there were a couple of nice jobs open at Simon & Schuster. Unfortunately there aren't.

Mr. Simon's address, together with those of the many other important executives who spoke at the Bamberger conference, will be included in a book, "Choosing a Career," to be published on August 23, by Farrar & Rinehart

Sale of Private Letters

A Lawyer Holds the Unauthorized Sale of Private Letters to Violate the Common Law Property Right of the Author

HARRY WEINBERGER

of the New York Bar

MAN'S CURIOSITY is as insatiable as his cultural appetite.

Private letters written by famous or infamous people tend towards satisfying that curiosity.

Literary letters, as well as non-literary letters, have always found a ready market, and at times with very high prices.

Political letters, when published, often have a tremendous effect. We all can remember Woodrow Wilson's letter to Adriane Joline in which he said: "Would that we could do something, at once dignified and effective, to knock Mr. Bryan, once for all, into a cocked hat." The publication of Standard Oil letters by Hearst in his magazine, years ago, blasted many public careers.

Love letters—how the world loves a romance—and a scandal. Such letters are sometimes used, however, for blackmail or breach of promise cases,—as well as to satisfy human curiosity.

Letters have a humanness that even literature does not attain. They often give a flash of explanation of character that learned biographies fail to give. Even autobiographies in part attempt to simulate some of their quality. The desire to read private letters of public and literary men and women is, therefore, understandable.

Catalogs of auction or bookstore sales of letters are often published, with part or all of a letter printed before the sender is aware of it, and sold to a buyer unknown to the writer—and by that time the damage is already done.

What are the rights and what are the remedies of authors of private letters when they are sold or about to be sold; when they are about to be published without consent of the writer; when they are published either in catalogs, newspapers, magazines or books?

Lawsuits are expensive and sometimes focus wide public attention on that which otherwise might be hardly noticed. There are not

many cases, therefore, involving the right of the receiver of a letter to sell or publish it. Then again, the authors of letters sometimes give permission for the sale or publication of letters. If the author is dead, heirs are not much interested one way or the other in preventing the sale or publication of letters—unless the letters happen to have family skeleton history within them. Then again, confidential comment or confidential instructions in letters time has often made unimportant from the confidential point of view, and senders do not care if they are published. Political letters containing dynamite, when exploded, legal rights of sale or publication thereafter are not important.

The fact that a great trade in letters has been carried on with hardly any interference by authors or their personal representatives makes it no more legal than bootlegging in liquor made it legal in the days of prohibition.

While this article is not addressed to lawyers or to a court, it is desirable that I not only state my opinion, but that I give my legal authorities to substantiate my opinion.

No one has the right to publish or print a private letter—as the sole right to do so is in the writer of the letter, under the writer's common law copyright—unless the letter is part of an illegal act, or is evidence in a court of law.

On this point practically all the authorities are agreed.

In *Folsom v. Marsh*, (9 Fed. Cases #4901), Judge Story, one of the ablest and eminent of American judges, said:

"In the first place, I hold, that the author of any letter or letters (and his representatives) whether they are literary compositions, or familiar letters, or letters of business, possess the sole and exclusive copyright therein, and that no persons, neither those to whom they are addressed, nor other persons, have any right or authority to publish the same upon their own account, or for their own benefit. . . . In short the person to whom letters are addressed has but a limited right, or special property (if I may

so call it) in such letters, as a trustee, or bailee, for particular purposes, either of information or of protection or of support of his own rights and character."

The law books contain many cases where legal representatives or heirs have prevented the publication of letters by the recipients of the letters or others.

A modern instance is *Phillips v. Pennell*, 2 Chan. Div. (1907) Law Reports, wherein the defendants intended to write a biography of James A. Whistler and to use letters he sent to them. The court enjoined such publication, but allowed them to make use of the information contained therein, as long as the biography did not contain copies of the letters or extracts therefrom.

The children of the poet Burns prevented the publication of his manuscript letters. See *Caddell v. Stewart*, 1 Bell Comm. P. 116, note.

A Modern Case

A modern case that holds that letters are not personal property, applicable to the payment of the debts of a receiver, and therefore clearly stands for the proposition that letters cannot be sold—for letters have sold for fabulous prices—is the case of the *Matter of Ryan*, 115 Misc. 472, 474 (1921), where the very able Surrogate of N. Y. County, Foley, said:

"Sec. 2768 of the Code of Civil Procedure, Subdivision 3, defines the words 'assets' as personal property applicable to the payment of the debts of a decedent.

"In *Eyre v. Higbie*, 35 Barb. 502, it was held that private letters are not estate assets. The question at issue in that case was whether the plaintiff, who asserted right to the possession of certain letters written by George Washington to his military secretary Colonel Lear, by an assignment from the latter's administrator, could prevail against the defendant, who had received the letters over 40 years before from the widow of Colonel Lear. The opinion of Mullin J. states in the case at p. 507: 'It would be a disgrace to the age in which we live and to the government whose laws we administer, if the letters from a testator's or intestate's wife or child could be made the subject of sale at auction, and the peace of families, the character of individuals, the secrets of governments published to the world, in order that a few pence might be realized in order to pay a debt or legacy. Such things, I trust cannot be done. In no imaginable contingency can I be induced to give my sanction to such a monstrous doctrine.' Nothing can be added to the vigor of that language and the soundness of the reasoning. A sale would be an encouragement to persons not interested in the good name of deceased or his relations, to purchase correspondence for purposes of publication. The alternative is equally disgraceful, for the family might be compelled to bid large sums to retain possession against persons seeking to purchase them."

In the fully argued and well considered case, which has always been cited and followed, to date, *Woolsey v. Judd*, 11 How. Prac. Rep. p. 49, 61, 63, Justice Duer said:

"The proposition which we hold to have been settled as law, for more than a century . . . is that which was laid down by Sir Samuel Romilly, and affirmed by the decision of Lord Eldon, in *Gee agt. Pritchard*, (2 Swanston, 418). It is that "the writer of letters, though written without any purpose of publication or profit, or any idea of literary property, possesses such a right of property in them, that they can never be published without his consent, unless the purposes of justice, civil or criminal, require the publication." . . .

The court quotes with approval Lord Hardwick as follows:

"I am of opinion that it is only a special property in the receiver. Possibly the property in the paper may belong to him, but this does not give a license to any person whatsoever to publish them (the letters) to the world; for at most, the receiver has only a joint property with the writer."

A case which clearly holds that private letters cannot be sold, is *Rice v. Williams*, 32 Fed. 437 (1887), decided by the U. S. Circuit Court, E. D. of Wisconsin, by Dyer, J., a case where sixty thousand letters were written to Voltaic Belt Co. in response to advertisements *re* curing certain diseases; plaintiff contracted to sell these letters to defendant for \$1200.00. The letters were shipped to defendant who paid \$500.00. Plaintiff now sues for \$700.00 balance. Dyer, J., talking for the U. S. Circuit Court of Appeals, E. D. Wisconsin, said:

"But there is another ground upon which, applying to the case a principle sanctioned by high authority, the court may, it seems to me, well refuse to lend its aid to give legal effect to this transaction. The writers of these letters retained such a proprietary interest in them that they could not properly be made the subject of sale without their consent."

Further recognition that letters cannot be sold, cannot be taxed and cannot be levied on in execution, is found in the case of *Harper v. Donahue*, 144 Fed. 491, 492, affirmed 76 C. C. A. 678 Memo., where Judge Sanborn said:

"Such literary property (before publication) is not subject either to execution or taxation, because this might include a forced sale, the very thing the owner has the right to prevent."

In the case of *Grigsby v. Breckenridge*, 2 Bush. (Ky.) 480; 92 Am. Dec. 509 (1867), it is held that the recipient of letters is the owner of all rights except the right to

publish and that the author cannot re-obtain possession from the daughter of the receiver of the letters to whom they were given on the receiver's deathbed, and that the author can only enjoin publication.

In that case there is a strong dissenting opinion by Judge Williams and the Judge also argues that no sale can be made and no transmission of a letter can be had, and I will quote part of his opinion because it states strongly the real basis for preventing a sale of private letters. Judge Williams said:

"If Mrs. Breckenridge could pass the absolute right of possession to Mrs. Grigsby of those letters written to her by her surviving husband, why may not Mrs. Grigsby pass it to someone else, and her vendee or bailee to another and so on *ad infinitum*, and if this is to be the recognized law of the land to what purpose need the right of injunction against publication be further cared for; for what will be its practical purposes and uses?

"This delivery by the receiver to anyone else is a publication in the legal sense, and a violation of the writer's legal rights;"

The famous case of *Baker v. Libby*, 210 Mass. 599, involving letters of Mary Baker Eddy, founder of Christian Science, attempts to make distinctions in kinds of letters, whether they are confidential or otherwise, as the determining factor whether the letters can be sold, while at the same time deciding that letters cannot be sold by one who obtained possession of them by fraud, theft or other illegality.

The answer to the reasoning of the Supreme Court of Massachusetts can be found in the leading case of *Woolsey v. Judd*, previously cited, a case which has been universally followed, and in which case the New York Court refused to distinguish between literary and non-literary letters.

In the Baker case there was nothing confidential in the letters and no "skeletons," nor were they written to anybody who stood in confidential relationship to the writer. The court indicated that it would grant an injunction to prevent sales if those confidential circumstances existed. The court did enjoin the publication of the letters and enjoined the auctioneer from publishing parts of the letters in his catalog for advertising purposes, but refused to enjoin their sale.

In this decision, in my opinion, the Supreme Court of Massachusetts was mistaken,

and I believe other courts, surely the courts of New York and the courts of the United States, would not follow this decision.

The Supreme Court of Massachusetts did state, however, which is an interesting point, that the writer of the letters or her personal representative had the right to be allowed to make copies of the letters if made within a reasonable time.

In the historical case of *Knights of K. K. K. Against International Magazine Co.* (1923 C. C. A. 2nd) 294 Fed. 661, Mayer, Circuit Judge, cited the *Woolsey v. Judd* case with approval, and then stated a proposition, outside of this article, but interesting notwithstanding, as follows:

"We accept the views expressed in *Woolsey v. Judd*, but it must be remembered that the protection against publication thus accorded to the writer of a letter or other paper can survive only so long as the letter is lawful, and is not an instrument or means for the accomplishment of some unlawful purpose or object . . ."

Conclusion

In conclusion, leaving the bare law out of the discussion, the high purpose of book publishers and book dealers should not be contaminated by the selling of improperly received or stolen letters or letters never intended for public gaze by the writer. The traffic in letters is a good one; the profit sometimes enticing, and yet the trade is wrong from every point of view. The right of privacy that the United States Postal Laws give, before a letter is delivered, should also be extended to the right of privacy of letters after delivery—from book dealers and others, so that friends may communicate with friends, relatives may write to relatives on family matters, untroubled by the thought that prying eyes may see; so that scandal mongers may not be able to gloat or enemies supplied with weapons to injure.

If private letters may be sold—that right is unlimited—and if one who received a letter so desired, he could sell and buy back and then resell and buy back until all the world would know the contents of the letter. A sale therefore is a form of publication, and if sales of private letters are permitted, the common law property right of the author of a letter to control or prevent publication, which all courts state belong to the writer, would be destroyed.



Travelers Talk—

Stanley Walker

McBride's S.M.

HURD WHITNEY

of William Morrow & Co.

IN 1913 when Doc Roller, the ex-wrestler, was in Louisville training Strangler Lewis for a championship bout, he went to the University of Louisville in search of brawny boys to help with the Strangler's work-outs. He found one: Stanley Walker, '14.

Stan was nearly as heavy in those days as he is now. Originally large-boned, he had built up a magnificent physique during vacations working in the steel mills of the American Car & Foundry Co., on ore boats about the Great Lakes, as a life-guard on Sugar Island. At U. of L. he had played football, basketball, was a weight man on the track team. For diversion, he decided to accept Roller's offer and quickly became expert on the mat. When the time came for the trainer to leave, Stan was invited to go along as his new protégé. He refused, whereupon Roller called him a fool and said, "What you think is college amateurism is nothing but snob-bishness. You may never be a champion, but at this game when you're forty you'll have your pile. Go back to college, young fellow, and when you're forty with nothing, remember what I said."

Well, Stanley is three years over forty today, and remembering Roller's words, remarks, "And I haven't got my pile." But in the book business who has? There are supposed to be compensations.

He was born in New Albany, Ind. His mother was a musician, his father an artist. His grandparents were steamboat people on

the Ohio and two of them were with Grant at Vicksburg. Stan likes quiet and solitude and intelligent conversation with a few people at a time. Crowds depress him. His idea of peace is canoeing on the Ohio, which he does whenever he can; his secret desire is for a small boat with a kicker and a sail, and a rifle and food, and a long trip to nowhere with nobody.

After college he spent two years in Detroit as inspector to Henry Ford's assembly-stock department. Then he had an offer to go to Panama City to help install turbines for the United Fruit Company, was in New York arranging this when the scheme fell through—and Stanley burst into the publishing business via Bob Lynd, who steered him to Don Brace of Holt, who made him a salesman at forty a week.

He had worked for two months when war was declared. He shipped as donkeyman aboard a windjammer which was to pick up wheat in the Argentines. Wheat for Europe. But the winds were adverse and the boat put back for New York. He reshipped as 1st Asst. Engineer aboard a 10,000 ton tramp hauling supplies to the battlefields. This lasted until the Armistice, and was not particularly exciting except for the ever-present danger of hostile submarines. When it was over, together with an additional seven months trucking on the River Platte, Stanley returned to Henry Holt as sales manager.

There he remained until 1929 when he was

offered charge of the Trade Department of The Dial Press. Before taking his desk, however, he embarked on a tramp steamer to Chile as junior engineer and during the sixty-two-day jaunt got brown and fit. When the management of Dial changed hands in 1932, he went with Robert M. McBride in the same capacity. He's still at it and very successfully. He travels the Big Cities, has made the entire country at one time or another, and, if the choice had to be made, would choose the Coast for permanent traveling.

His personal preferences lie in political, economic, and naval science. And in talking with the two kinds of people with which he has been most in contact during his varied experience: the king and the peasant, the man of the mind and the man of the muscle. He is uninterested in the hordes between as

a class, though tremendously interested in them as individuals who may have the capacity for training to intellectual leadership. He gives his spare time to the activities of *The Book Group*, an unrestricted organization of members of publishing houses, bookstores, and libraries which fosters the spreading of liberalism and enlightened left-wing opinion.

He lives in Manhattan—quite a problem for the A. T. & T. and the U. S. Mail, as there are at least three Stanley Walkers domiciled on the island, Stan, the *Herald Tribune* editor, and a negro in Harlem. Letters addressed simply "Stanley Walker, New York" have become mixed, with amusing consequences. Such as this one: "Dear Stanley," it read, "You all will get a razor crost your neck onless you leaves mah business alone."

International Book Production Statistics for 1932—Supplement

The following data refer to the totals of new book titles; figures are not available as to the total of books printed and sold. The basis of computation varies with different countries, and comparisons must be made with caution. The totals for the United States which include only bound books without pamphlets, annuals, theses, etc., cannot be accurately compared with the totals from Continental Europe.

STATISTICS on the 1932 booktrade production of seven European countries were given in the *Publishers' Weekly* of January 20, 1934, as taken from *Le Droit d'Auteur* of December, 1933. Supplementary figures on the publishing activity of ten other countries appeared in *Le Droit d'Auteur* of January, February, March and April. Translated and condensed by Katherine Knight of the *Publishers' Weekly*, they are given below.

Argentina

The following brief statistics on the publishing activity of Argentina were compiled

from the January issue of Lorenzo J. Rosso's magazine, *La Literatura Argentina*, in which the titles of all literary works published during the preceding year are listed.

Year	Books
1929.....	580
1930.....	749
1931.....	809
1932.....	1258

During these four years the literary output of Argentina more than doubled—but the total of 1258 still seems peculiarly small for such a large country.

Czechoslovakia

Dr. Jan Emler, director of the Public and University Library of Prague, furnished the literary statistics of his country for which there have not been any figures since 1929.

There was a total output of 8189 books in Czechoslovakia in 1932. Of this total 6901 were new works, 517 were new editions and 771 were translations.

Holland

The publishing figures of the Netherlands are taken as usual from *Nieuwsblad voor den Boekhandel*.

Year	Books	Year	Books
1923.....	5642	1928.....	6264
1924.....	6123	1929.....	6532
1925.....	6332	1930.....	6782
1926.....	6047	1931.....	7333
1927.....	6103	1932.....	7039

These totals include periodicals. The increase which has been maintained steadily since 1927 gave way to a slight drop in 1932. However the decrease is small and the year 1932 remains better than all the years preceding 1931. The totals of 7333 and 7039 comprise:

	1931	1932	
New Books	3617	3376	(-241)
New Editions ...	1659	1446	(-213)
Translations	765	776	(+ 11)
Periodicals	1292	1441	(+149)
	7333	7039	(-294)

Hungary

The figures on Hungarian book production have been taken from *Corvina*, the bibliographical bulletin of the Society of Hungarian Booksellers. The activity of Hungarian publishers slowed up a bit in 1932, which is not surprising. The same thing was true in 1931, apparently due to the economic situation. But, if one recalls that in 1913 Hungary produced only 2111 books and pamphlets, the results of 1931 and 1932 appear very honorable, although they mark a decrease over the brilliant records of 1926 to 1928 and 1930. Totals for the past decade are:

Year	Books	Year	Books
1923.....	1762	1928.....	3438
1924.....	2065	1929.....	2982
1925.....	2772	1930.....	3403
1926.....	3828	1931.....	3169
1927.....	3879	1932.....	2842

In 1931 there were 2911 new publications, 258 new editions and 451 translations. In 1932 there were 2609 new publications, 233 new editions and 406 translations.

Italy

The *Bollettino delle pubblicazioni italiane* of December, 1932, contained the figures on the Italian book production of that year. It is to be remembered that these statistics are not complete since the National Library of Florence which publishes this periodical only counts a part of the works appearing in Italy. However, one can feel sure that the majority of the Italian books, at any rate the most important, are counted by the statisticians of Florence. Here are the total results for the ten years 1923 to 1932:

Year	Books	Year	Books
1923.....	6077	1928.....	7318
1924.....	6321	1929.....	8442
1925.....	5804	1930.....	11949
1926.....	5873	1931.....	12193
1927.....	6533	1932.....	12545

The above figures include new editions, periodicals and musical publications to a total of 3263 in 1932. Italian publishing has steadily increased since 1926. In spite of the economic crisis there was still a gain of 352 in 1932 over 1931.

Norway

W. Munthe, director of the library of the Royal University of Oslo, supplied the statistics on the Norwegian literary output in 1931. The figures for 1932 are not yet available. A ten-year table follows:

Year	Books	Year	Books
1922.....	1061	1927.....	1238
1923.....	1159	1928.....	1155
1924.....	1160	1929.....	1620
1925.....	1228	1930.....	1760
1926.....	1204	1931.....	1719

These totals include musical compositions and works about music.

Poland

Stefan Demby, director of the National Library of Poland, has compiled the Polish booktrade statistics for 1932. During that year there were 9695 books and pamphlets published compared to 11313 in 1931. This is even more of a decrease than was noticeable in 1931, due undoubtedly to the economic situation. If one distinguishes between new publications and new editions, one obtains the following table:

Year	New Books	New Editions
1931	10817	496
1932	9311	384

The majority of the works published contain less than 64 pages. Of the 1931 total—11313—8547 were under 64 pages in length, while 2766 were longer. Of the 1932 total—9695—7065 had less than 64 pages, while 2630 were longer. In 1932 there were 520 translations compared to 607 in 1931.

A rather large number of publications included in the total 9695 are not on sale in bookstores but are issued by organizations for political, social reasons, etc. These documents numbered 5656 in 1931 and 4296 in 1932—a decrease of 1360. The difference between the totals for the two years is 1618. It is thus apparent that the actual loss in Polish publishing during 1932 was not so great.

Portugal

Eduardo Navarro Salvador contributed the figures on the Portuguese book production of 1932. Publishing increased greatly during 1932 with a total of 2228 publications compared to 1005 in 1931. A gain of 1223.

Russia

J. Solovjeff of Moscow, an important official in the Russian book world, supplied figures on the 1932 literary production of the R.S.F.S.R., the most important republic in the U.S.S.R.

Year	Books	Year	Books
1926	24772	1929	29474
1927	24118	1930	34195
1928	24500	1931	38493
1932	35100		

Although publishing decreased in 1932 its total is next to the highest in the past seven years. Only 1931 tops it. These totals in-

clude both books and pamphlets. The total book production of the entire U.S.S.R. in 1932 (periodicals not included) was 49880.

Switzerland

The Swiss literary output has been increasing almost constantly since 1923. Only the year 1931 showed a slight drop over the preceding year. But 1932 broke all records. In spite of the economic crisis which became more serious, Swiss publishers increased their activity very noticeably: 2444 volumes and pamphlets were published and placed on sale in Switzerland during 1932. The ten-year table below shows the remarkable record:

Year	Books	Year	Books
1923	1504	1928	1922
1924	1610	1929	2009
1925	1748	1930	2095
1926	1823	1931	2049
1927	1909	1932	2444

From 1931 to 1932 the increase was 20%: never before has it been so strong since the beginning of the annual counting in 1914.

Works published abroad by Swiss (including a few books by foreigners on Switzerland) form a separate category, as follows:

Year	Books	Year	Books
1923	452	1928	538
1924	397	1929	536
1925	492	1930	609
1926	503	1931	562
1927	524	1932	579

Conclusion

A table comparing the total outputs in 1931 and 1932 of thirteen of the countries that furnished statistics is given below.

	1931	1932
Bulgaria	2407	2488
Denmark	3138	3142
France	14055	15852
Germany	24074	21452
Holland	7333	7039
Hungary	3169	2842
Iceland	210	236
Italy	12193	12545
Poland	11313	9695
Russia	38403	35100
Spain	2492	2455
Sweden	2643	2505
Switzerland	2049	2444

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leypoldt

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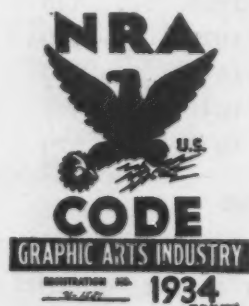
MILDRED C. SMITH
ALICE P. HACKETT

July 14, 1934

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

A Job in the Publishing Business

BOOKSELLERS WITH FRIENDS who are anxious to get into the publishing business or who are called upon, as most booksellers are from time to time, to give advice about jobs in the booktrade to young college graduates, could do no better than to let them read the address of Richard L. Simon before the first Choos-



ing-a-Career Conference held by L. Bamberger & Co. on June 27th which is printed as the leading article in this week's issue of the *Weekly*. Mr. Simon presents a perfectly honest picture of the difficulties of entering the publishing business and of the qualifications necessary for success.

Every publisher will testify to the astounding number of young men and women who drift into their offices, five and ten a day, to ask for a job "in the publishing business." Most of them are vague about what they might be required to do if they were given a job and nearly all have little or no conception of what the business of publishing and

selling books involves. Those who have taken the pains to discover something of the mechanics of publishing and who are wise enough to ask for a specific job, not too high in the general scale, are usually those who are considered when a position is open.

Mr. Simon emphasizes the importance of "drag" in opening a way to a publishing job. This he stresses because of the informational value of knowing someone connected with publishing, not because a man who knows the best friend of a son-in-law of a publisher necessarily has the inside track to a job, unless he has, in addition, the qualifications for it.

The book business will always have need of intelligent young people, more perhaps in these days of reconstruction than ever before. The bookseller can do his profession a real service by seeing that those applicants with whom he comes in contact are properly prepared for what they must expect. Publishing is not an easy profession. It demands resourcefulness and a great deal of hard work, and its material rewards are meagre in comparison with many other chosen fields. Aspiring publishers must be warned about this. But they may also be told that there are intangible benefits which have made members of the profession outstanding in their loyalty to their work.

For the Sake of Clarity

THE *Saturday Review's* editorial on bookshops, which appeared in its June 23rd issue, aroused many others besides ourselves to indignant protest. This protest took the editors of the *Saturday Review* by surprise. Booksellers as well as the editors of the *Publishers' Weekly* gathered that the *Saturday Review* intended a sharp rebuke to bookshops for a variety of shortcomings. The *Publishers' Weekly* in its editorial of July 7 attempted a defense, and several booksellers have written to the *Review* saying that the rebuke was undeserved. The *Review* is printing in this week's issue letters from booksellers and a reply from the editor of the *Saturday Review* making clearer his intention and his point of view. And on another page of this week's *Weekly* a communication is addressed to us and our readers.

Our own indignation has completely evaporated with a clearer understanding of the intention of the *Saturday Review*. Its

editorial was certainly most unfortunate in its wording, but we now know that it did not mean what we and many others in the trade took it to mean. When the *Saturday Review* talked about current books, it meant ephemeral books, (the phrase "current books" was qualified, but the qualification was obscure and confusing) and it asked the question (not very clearly) whether the bookshop could find a way to stress the ephemeral book less, the current book of lasting value, the standard book more.

When the hope that ephemeral books could be sold more cheaply was expressed, the editors were referring to lower published prices, not to cut retail prices; and they were putting the problem up to the entire system of book distribution, not to booksellers alone.

The *Saturday Review* has always in the past shown a fundamental belief in the bookshop and sympathetic understanding of bookstore problems. It is regrettable that in this instance their words should have belied their intentions.

Judgment Should Be Reserved

THE CURRENT CONTROVERSY between Barnet J. Beyer, New York rare book dealer, and the American Art Association-Anderson Galleries, which was reported in the *New York Times* for July 4th, contains many elements which have not yet been brought to light. Until more details are made public it is impossible to discuss the case at length or to pass on the merits of the accusations.

Protection for the Trade

AT THE HEAD of the Books Wanted Department in the issue of July 7, the *Publishers' Weekly* printed a warning that complaints had been received from booksellers about Kane and Kane, 27 East 38th Street, New York City. Kane and Kane have, according to these complaints, accepted and cashed checks but failed to fill orders or to answer letters.

The directors of the R. R. Bowker Co. have presented the facts to the Chief Postal Inspector at Washington. They have voted that the Books Wanted and Books for Sale Departments of the *Publishers' Weekly* will, beginning with the August 18th issue, be open only to subscribers to the *Publishers' Weekly* in good credit standing. Advertising in the Books Wanted Department is now restricted to members of the booktrade only,

but the Books for Sale Department has been open unrestrictedly. The *Publishers' Weekly* has always refused advertisements from those whose credit it found to be unsatisfactory. They have taken this action as a further protection to users of these departments.

"Evolutionary Reform" Gives Challenge to Booktrade

THE LATEST REPORT from the poll of the *Literary Digest*, an 8 to 5 support for the New Deal, indicates the favorable situation of the Roosevelt program of "evolutionary reform." This promises continuing discussion of these trends of political and economic thought.

As this year of legislation passes into history and to some extent out of the newspapers, books carry on the discussion, and for months to come there will be reason to feature books on the problems of government and business. First rate literature of discussion is plentifully available, and from the study of reviews and talks with customers booksellers will be able to judge which books to recommend.

There is every reason for the bookstore to take an aggressive place in the building of the new era. The founders of the republic conceived that broad popular education was necessary for the continued existence of a republic. It was education for citizenship that gave the first impulse toward our broad public school program. The founders did not have in mind the program of adult education, but when conditions change rapidly we cannot rely solely on the preparation of the new generation for new opportunities. Adults must read widely. To meet this demand is the responsibility of all of us.

Now for Housing

ONE OF THE LAST BILLS to be passed by the adjourning Congress was one to encourage housing construction and house remodelling of various kinds. A program on such a great scale, if effective, should bring to the bookstore a demand for books on modern houses, on planning, and on decoration. The program is expected to start within a month and provides that any property owner may borrow up to \$2,000 to recondition a building. Other provisions of the bill give insurance on building and loan borrowings. Displays of the best books on housing projects are appropriate at this time.

News of the Week

University of Chicago Press Announces Cooperative Plan with Commercial Publishers

A JOINT PUBLISHING AGREEMENT, covering a series of 85 language textbooks between The University of Chicago Press and D. C. Heath and Company of Boston, leaders in the field of foreign language instruction, was announced today by The University of Chicago. Under the arrangement Heath will take over the distribution and sales of the books already issued and undertake the future expansion of the enterprise, with the editorial cooperation of The University Press. The books will bear the joint imprint of the two concerns, and will be known as "The Heath-Chicago Language Series."

An unusual feature of the new arrangement is that, in becoming identified with University of Chicago publications, the Heath Company is renewing an affiliation first made more than 40 years ago, when D. C. Heath served as first Director of The University of Chicago Press. Mr. Heath then, in the words of President Harper of The University of Chicago, "a young, able and enthusiastic publisher," had already established his own firm in Boston, but under the appointment of President Harper also acted as agent and director of The University of Chicago Press when it was first established in 1892.

The 85 titles involved comprise nine series of language texts in the fields of French, German, Italian, Spanish and Latin, and are all based on the modern "reading method." The reading method, something of a pedagogical revolution when first introduced, differs from the old-fashioned technique of teaching language by developing the ability to read a foreign tongue with the same enjoyment as one reads the mother tongue. Tried out by a handful of schools as an experiment less than a decade ago, it is now adopted in hundreds of high schools, colleges, and universities, using the books now incorporated in "The Heath-Chicago Language Series."

The list of authors and editors includes many of the leading teachers and textbook writers in the foreign language field. Among them are Ernest H. Wilkins, President of

Oberlin College, who, while Professor of Italian at the University of Chicago, developed the Italian Series; Otto F. Bond, Professor of French at the University of Chicago, editor of the French Series, and co-editor with Professor Carlos Castillo, of the University of Chicago Spanish Series; Dr. Michael West, originator of the internationally used "West Method," evolved through many years of teaching English to native children in Dacca, India; Peter Hagboldt, Professor of German at the University of Chicago, and F. W. Kaufmann of Smith College, co-authors of the widely used "Deutsch für Anfänger," and "Lesebuch für Anfänger," and each the author of other texts; Professor B. Q. Morgan, formerly of the University of Wisconsin, now at Stanford University, and Professor C. M. Purin of the University of Wisconsin, also in the German field; Helen M. Eddy, who, as head of the Department of Foreign Languages at the University High School, State University of Iowa, experimented for several years in the development of the well-defined technique which was published in 1929 as the Chicago French Series; Grace M. Cochran, her chief collaborator, and author of a number of texts; Mme. Louise C. Seibert, Professor of French at Goucher College; Kenneth McKenzie, Professor of Italian at Princeton University; Professor Walter L. Bullock of the University of Chicago, who has been editor of the Italian Series since Mr. Wilkins became President of Oberlin; Professor Colley F. Sparkman of the State Teachers College at Hattiesburg, Mississippi; and Mima Maxey and Marjorie J. Fay, teachers of Latin in the University High School, Chicago, the first to adapt modern foreign language techniques to the classics in the Chicago Latin Series, which was published by The University Press in 1933.

Plans are under way by D. C. Heath and Company this fall to make "The Heath-Chicago Language Series" available to a still wider clientele in schools and colleges, and a number of additional titles are in prepara-

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tion. "The pioneering period for the reading objective in the teaching of languages is past," says Donald P. Bean, manager of the publications department of The University Press. "The next step in the program must be toward a more widespread use of the method. This, D. C. Heath and Company are particularly able to bring about by utilizing their large force of representatives already trained, and by reducing the cost of the books to schools as their use increases. The University of Chicago Press is not, by any means, withdrawing from the series it originated and developed. Our pedagogical connection and interest remain the same, but we believe this cooperation between a University Press and a commercial publisher of the high standing of D. C. Heath and Company in the language field is for the good of all concerned, and of special benefit to the secondary schools of the country."

The new joint publishing agreement became effective July 1, and it introduces a significant piece of practical cooperation between a university press and a commercial publisher. The theoretical possibilities of such cooperation were first suggested in an article in the January 16, 1932 issue of *Publishers' Weekly*. In that article Mr. Bean pointed out the many common interests between commercial and non-commercial publishers and suggested a plan of cooperation. It is this plan, to a large degree, which forms the basis for the arrangements in this case.

Up to this time, there has been no practical method by which a university press could realize any benefit from the literary projects with wide sales possibilities developed at its institution, except by publishing these itself and using the proceeds to finance its other publishing. In the case of the University of Chicago Press, such books represent less than five per cent of the total number of books bearing the University's colophon, but the proceeds from this small number of books have contributed substantial sums to the institution's meager scientific publishing appropriations. The arrangement with D. C. Heath and Company will throw light on the question whether it is better for all parties concerned if this type of publishing were done in cooperation with a commercial publisher.

Such a plan would seem to have many advantages from the point of view of the commercial publisher and the scholarly authors. D. C. Heath and Company by the arrange-

ment adds to its catalog a fine list of authors and titles previously tested in the laboratory field of schools and colleges. Even more significant, the University's Editorial Board will continue to suggest the preparation of additional titles, to approve their contents, and to refer them to D. C. Heath for publication in "The Heath-Chicago Language Series." Such arrangements should enhance both the professional prestige and the financial aspects of the venture for both parties. The plan will also benefit authors, as it can reasonably be expected to increase distribution of their product to the schools of the country through a considerably wider use of texts which are based on superior pedagogical methods.

The University of Chicago, in any event, will test the practical value of these considerations by several publishing arrangements of this sort. The new general catalog of the University of Chicago Press contains a special section calling attention to such arrangements with three publishing houses: The D. C. Heath arrangement for "The Heath-Chicago Language Series"; the Garden City Publishing Company for the reprint edition of "The Nature of the World and of Man"; and Whittlesey House for four titles. The Whittlesey House arrangements include those for Dr. Jacobson's "You Must Relax," which has already established definite evidence of the practical benefits of the joint publishing program.

Similar arrangements will be made on other ventures. A separate division of the University of Chicago Press, the Manuscript Bureau, will select manuscripts with such possibilities from among those submitted to it, or, in other cases, ask members of the faculty to write such manuscripts. After approval by the Editorial Board, it will approach the publisher who seems to be best equipped to distribute the particular volume.

The plan will not work in the long run, unless the combined contribution of both organizations increases the total sales of the books published under such joint arrangements to the extent that the results will be attractive to the cooperating publisher, and sufficient to justify the University in foregoing publishing on its own account. The practical operation of this new plan will be watched with sympathetic interest by the educational world and the booktrade in general.

Retroactive Tax on Royalties Upheld by State Court

THE APPELLATE DIVISION, Third District, New York State, ruled on July 6 that the State has the right to impose income taxes retroactively on copyright royalties. This decision was rendered in the test case brought by Elmer Rice, author of "Street Scene," "Counsellor at Law" and other successful plays. The decision was unanimous, and was written by Justice Christopher J. Heifferman.

The right of the State to tax authors' incomes from copyright royalties has been much debated. From 1918-1928 New York State taxed such income. In 1928, the Massachusetts Tax Commissioner in the *Long vs. Rockwood* case carried the case to the United States Supreme Court and lost it, the court deciding that authors who are residents of states which impose an income tax are not required to pay any tax on incomes received from copyrights provided the copyrights are actually held in the author's name.

But in 1932, the United States Supreme Court reversed its decision in a Georgia case, *Fox Film Corporation vs. Doyal*, holding that copyright was not a Federal instrumentality and that incomes were not immune from State taxation.

Following this decision New York State began to levy taxes on authors for royalties received in 1929, 1930 and 1931.

Mr. Rice contended, in the case just decided, that the State did not have the right to collect the taxes retroactively.

Vanguard Hopes to Appeal Recent "Female" Decision

AN ATTEMPT WILL be made to appeal the recent decision of the Appellate Division of the Supreme Court of New York State upholding the conviction of Morris Berg, a bookseller on a charge of circulating obscene literature by renting a copy of "Female" by Donald Henderson Clarke, James Henle, president of the Vanguard Press, Mr. Clarke's publisher, stated this week. Since the decision was unanimous it will be necessary to obtain the permission of the five concurring Justices before an appeal can be made to a higher court.

Mr. Berg was arrested in 1933 on a com-

plaint of John S. Sumner and was tried in Special Sessions at Jamaica, Queens, in August, 1933, found guilty and fined \$100. Previously Magistrate Guy Van Amringe had held that "Female" was not obscene in a trial held in New York City. The Vanguard Press carried Mr. Berg's case to the Appellate Division, which held last week that the book was without literary merit, taught no lesson, pointed no moral and was "obscene, lewd, lascivious and disgusting" for "purely mercenary purposes." The judges held that there was no clear standard of decency but that from several judicial opinions mostly given on books held to be not obscene, there "does emerge, somewhat hazily, the rule that an obscene book is one that 'tends to corrupt the morals of youth' or 'to lower the standards of right and wrong, specifically as to the sexual relations.'"

Book Clubs Offer Agency Plans

IN ACCORDANCE WITH the Retail Booksellers' Code which defines the term "Book Club" as "an individual or organization engaged in the sale, through mail or through outside salesmen, of books to bona fide subscribers who have bound themselves in writing to purchase a series of monthly selections, and for whom any bookseller may act as agent in the sale of such subscriptions, on the same commission rate as paid to any other agent of said Book Club or on a reasonable percentage basis," both the Literary Guild and the Book-of-the-Month Club have announced agency plans for booksellers, which are in general similar, but which vary slightly in detail.

Under the Guild agency plan booksellers may enroll Guild subscribers, who bind themselves to purchase a minimum of four books per year through the Guild—either Guild selections at \$2 each or trade books in print at trade prices—and who are given a special premium book at the time of enrollment. In return the bookseller receives \$2 immediately on the Guild's receipt of the first \$2 from the subscriber. In addition, the bookseller is given a bonus of 60 cents a book on all Guild selections and trade books purchased by the member at a minimum of \$2 each beyond the four-book membership requirement. A bonus of 30 cents a book will be paid on reprints, remainders and juveniles and any special offers the Guild may make from time to time to members. This bonus plan will continue

on each subscriber procured by a bookseller so long as the bookseller remains actively engaged in selling subscriptions to the Guild. Statements covering books sold to members will be prepared at the end of the first year and quarterly thereafter, at which time the bonus will be paid on the total number of books above four per member on all subscriptions sold by the bookstore twelve months previously.

In order to facilitate deliveries the Guild will ship to cooperating booksellers a reasonable number of the current premium books and recent Guild selections. A memorandum charge of 50 cents a book will be made and the bookstore account will be credited as these books are delivered or returned to the Guild. These books are, of course, not for sale except as a part of a subscription. If the bookseller collects the \$2 from the subscriber for the first book he keeps it; if the Guild sends the first book by mail the \$2 will be paid the bookseller as soon as the subscriber pays the Guild.

The Book-of-the-Month Club plan is essentially the same, except that the only dealing the bookseller has with the new subscriber is the countersigning of his subscription. All shipping and collecting are to be done by the Club. To act for the Club, the bookseller must be an accredited agent, stating in writing that he is willing to act as an agent of the Book-of-the-Month Club under the terms outlined. He is allowed a commission of 30% on the selling price of all books sold and paid for by subscribers which he has obtained, so long as they remain subscribers.

Both book clubs reserve the right to change the terms of their agency propositions on thirty days' notice at any time.

Nelson Doubleday to Control Literary Guild

NELSON DOUBLEDAY, who has always owned a half interest in the Literary Guild, has made arrangements recently so that he will henceforth take a more active part in its management. The Guild will remain a separate entity, with its own organization, but many details will be carried on in future by the Doubleday firm, the making of circulars, billing, shipping, etc. It is probable that Nelson Doubleday will, in the near future, take over Harold Guinzberg's stock in the Guild.

How Can We Keep Good Books Alive?

ONE HOT DAY last week one of the editors of the *Publishers' Weekly* set out to keep a luncheon engagement with a busy bookseller. The bookseller was so busy that the editor waited in vain. Into the restaurant came Ben Huebsch, the kindly vice-president of the Viking Press, with an invitation to lunch. The chat was bookish. The editor expressed admiration of "Frost in May," a recent Viking book, and handsomely admitted that the busy bookseller who forgets editors had warmly recommended the book. Mr. Huebsch beamed because he had chosen the book. "Did it sell?" we asked. "Well, no, not so well," said he. But we agreed it was a good book and there ought to be enough people who like good writing for its own sake to give a book like that a modest success. "I'll tell you what I'll do," said Mr. Huebsch, "I'll give you \$25 to award to booksellers for the best two articles on a *practical* plan to keep good books of real literary merit alive after their first season." But the plan is *not* to suggest that the publisher do more advertising; it is to be a plan for what the bookseller might do.

So through this chance meeting we are able to announce:

\$15.00 for the best article,

\$10.00 for the second best article,

acceptable to the editors of the *Publishers' Weekly* for publication, setting forth a practical plan to keep good books alive after their first season.

Booksellers please send in your articles by August 15th.

The judges will be two booksellers and one of the editors of the *Publishers' Weekly*.

Communications

Your Opinions Are Valuable. Write the Publishers' Weekly

THE S. R. L. EXPLAINS

July 9, 1934
25 West 45th St.
New York City.

Editor, Publishers' Weekly:

Your editorial of July 7, "Not a Very Practical Suggestion," unfortunately misinterprets both the content and the intention of our article (*Saturday Review*, June 23) to which it refers. We should appreciate the opportunity to clear up certain misunderstandings which may result.

The point of our editorial was to distinguish between the value of books of lasting interest and books of ephemeral interest, both to the reader and to the bookstore. It is incorrect to sum this up, as you do, by saying that "Current books, in the opinion of the *Review*, are of little importance." The context made it clear that we were not differentiating between old books and new books, but between permanent books and ephemeral books. Obviously, the stock of permanent books is constantly increased by the best of the new publications. And even of the ephemeral books, our editorial said, "They may be good, they may be very good, but in nine cases out of ten they will be good for very little when twelve months have passed."

The intention of our editorial was by no means to "have bookshops denuded of current output," as you suggest, but to raise the question whether the booktrade profits by applying the same system of distribution to two different kinds of commodities. Since certain misunderstandings have arisen, we are printing, in the July 14 issue of *The Saturday Review*, the editor's reply to comments on his editorial:

"Another reading of the editorial in question should clear away some misapprehensions. The writer had no intention of stipulating just what titles should be found in a well-run bookshop.

"Nor is he in any sense in favor of price-cutting. That unhappy practice has done too much harm already. He wrote frankly as a book lover, not as a bookseller, and had neither the will nor the ability to propose the precise means by which the end of better

bookselling could be attained. If chain stores are uneconomical, if the department store cannot be satisfactorily used, that is the answer, not to the question of how to sell books more effectively, but to proposals along these lines.

"When a trade is depressed, it is the duty of all of us who are book lovers to press for some solution, accepting competent testimony that such and such a scheme will not work. But as has been shown again and again in American business, there are solutions even to the most difficult sales problems, if by energy, ingenuity, and a new analysis of the difficulty, they can be found.

"The writer of the editorial disclaims all pontificating on means and methods in a field where only expert knowledge can avail. The point of the editorial was this: that one difficulty is the cost all out of proportion to their lasting power, which is little more than a magazine, of ephemeral books of great immediate interest; that the problem of distributing such books should be distinguished from the problem of publishing and handling permanent additions to the library, and demands every ounce of commercial genius which a country that has shown extraordinary skill in the distribution of commodities can put into it; that it is a fair presumption that only by a sales structure that recognizes the difference between distributing books for the book lover's permanent library, and selling or lending the ephemeral commodity to those who need it, will any progress be made. The booktrade has been wrestling with two problems as if they were one, and by their own admissions, made again and again in print in recent years, have suffered, as one well-wisher puts it, from stoking their fires with excelsior while the back-logs of the business stay in the cellar. Nor have they properly differentiated between the casual and the constant reader, with their highly diverse tastes and needs. The editor holds no brief for department stores, chain stores, lending libraries, book clubs, cigar stores, or news-stands. Specific suggestion is out of his province; but he knows, as so many know, that something needs to be done, and that a statement of the

difficulties and discouragements of the book-trade is not the final answer. There have been and remain devoted and hard-working booksellers who have in many instances sacrificed financial security to love of their profession, and the purpose of the aforesaid editorial was to contribute if possible to their search of a solution."

GEORGE STEVENS.

The Saturday Review of Literature.

Bertha Mahony Retires

BERTHA E. MAHONY has retired as director of the Bookshop for Boys and Girls in Boston after eighteen years of service. Since her marriage two years ago this step has been in her mind, but the owners of the shop, the Women's Educational and Industrial Union, have been loath to accept the resignation. Mildred Burgess has now been appointed Acting-Director for the bookshop at Miss Mahony's suggestion and her special experience assures the continuance of the highly specialized type of book service which has made the shop famous across the country. Miss Burgess has known and used the Bookshop for a long time and brings to it wide contacts and much administrative experience. She is a graduate of Mount Holyoke, with a Master's Degree from Radcliffe. She was Dean at Bradford Academy for six years and then at Mount Vernon Seminary, Washington, D. C.

Miss Mahony will continue to publish and edit *The Horn Book*, the magazine of books and reading for young people launched ten years ago; and Elinor Whitney, of the Bookshop, will also leave the shop and be assistant editor of the *Horn Book*. The Union has given them a fine office for the work on the top floor at 270 Boylston Street. Miss Mahony and Miss Whitney are also preparing a supplement to "Realms of Gold."

By reason of the fresh enthusiasm which Miss Mahony brought to the selling of books at retail, the inexhaustible fertility of her shop methods, her quiet persistence in carrying new ideas forward, and the exacting taste which touched the equipment of her shop and the selection of books for its shelves, the Book Shop for Boys and Girls (which soon extended its attention to adult books) has had an important and continuing influence on bookselling in this country. The story of its methods has gone far and wide, and no booktrade visitor to Boston has failed

to visit and inspect the white painted rooms. The shop's book selection methods have been broadcast by the shop's beautiful catalogs and in the volume "Realms of Gold," which Miss Mahony and Elinor Whitney published through Doubleday, and members of the staff have gone forth to other stores. In the American Booksellers' Association, Miss Mahony has served as vice-president and was early elected to the Honorary Fellowship; in the Round Table of personal bookshops she was chairman and leading spirit. Everything which her bookshop learned from its experimental attitude toward bookselling was made the common knowledge of all who could gain by that knowledge. Like all who bring to a task great imagination and organizing ability, she could give to others unstintedly from her ideas and still be a step ahead with new ones as each month went by.

The shop's story is a record of a new attitude toward bookselling with high ideals of the public responsibility and applied with a zeal and naïve confidence that built a bookshop that became a Mecca for children, for parents, for teachers, for librarians—a Mecca, too, for booksellers who had heard the voice crying in the wilderness of a too commercialized profession.

News from Publishers

Farrar & Rinehart sent to a conjure woman in Alabama for a conjure charm to insure the success of "Stars Fell on Alabama." Reproductions of it have been mounted on posters for bookstore use together with an explanation of the charm which consists of nine needles and nine pins stuck into a piece of red flannel from opposite sides, and clinching a piece of common raw lode-stone and a dime all mounted on the subject in question, which in this case is a page from the book. The actual charm is sewn into a bag with nine stitches and "dressed off" with whiskey and cologne at every change of the moon. It apparently works for last Friday Farrar & Rinehart sold 1025 copies of the book.

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Farrar & Rinehart are also supplying booksellers with a straw broom to be used in attracting customers for the book. Here's how you do it: You sweep up the trackings of the first customers for the book (in an in-door direction—if you sweep in an out-door direction it chases them away) collect them in a

dust pan, salt them down with common salt and throw them on an open fire for the power to be multiplied in the smoke. The smoke then goes out over the entire land spreading the fame and permanence of the book and courting other sales. Or so they say.

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No charm was needed for "Anthony Adverse" which goes into a new phase of promotion with the announcement of a \$10,000 contest by Warner Brothers for the best selections of a cast for the movie version of the book, accompanied by a short essay on why the particular actor was chosen for the leading rôle. The winners will be those who come closest to naming the actual cast. Sidney Skolsky says that those who name Leslie Howard for the title rôle can scarcely lose since he signed a contract with Warner Brothers several weeks ago. Be that as it may, there will be "trailers" in every movie theater during July, August and September announcing the contest, radio hook-ups, a

great deal of space in *Photoplay* and an enlargement of the contest blank in every Postal Telegraph office window. It's a big hook-up and there will be no end of effective publicity. Farrar & Rinehart are creating special window display material announcing the contest and have made up several special circulars.

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An idea of the tremendous amount of publicity behind this contest may be gleaned from the announcement that Warner Brothers is having several *million* circulars printed. Ford dealers (five Ford cars are offered among the 157 prizes) will give out circulars; so will hosiery companies whose products are also among the prizes. Millions of ballots have been printed by Postal Telegraph. All in all there will be distributed about 10 million pieces of copy. When the contest is over there shouldn't be a single man, woman or child in the country who hasn't heard of "Anthony Adverse."



Conjure charms from Alabama with explanatory placards drew attention to the "Stars Fell on Alabama" display in the Putnam Bookstore window this week

JULY 14, 1934

Henry Hoyns, of Harper's, left for Scandinavia last week and will return by way of Russia.

Milton Glick of Viking Press and Evelyn Harter of Smith and Haas (Mrs. Milton Glick) left today for two months in Europe.

Philip Hofer has resigned from the New York Public Library to become associate director of the Morgan Library and Karl Küp has been appointed to take charge of the Spencer Collection of the New York Library. Mr. Küp had been connected with the Oxford University Press since 1928 and had traveled abroad extensively for the firm.

Frances Phillips, editor for Wm. Morrow & Co., sailed last Friday for two months in England and France.

Fred Dolan has been elected president of Wm. H. Wise & Co., New York; and John J. Crawley, vice-president. Mr. Dolan succeeds William H. Wise, who is retiring from active management of the company. Mr. Crawley will continue to handle the trade department, and Mr. Dolan the mail order department.

Richard L. Simon, vice-president and treasurer of Simon & Schuster, has announced his engagement to Andrea Heinemann of his staff.

Ken McCormick has become a member of the editorial department of Doubleday, Doran in charge of all manuscripts except mysteries. Mr. McCormick was formerly in the Doubleday promotion department.

The 1000th published jacket designed by Politzer will appear on William Seabrook's "The White Monk of Timbuctoo," which will be published this fall by Harcourt, Brace.

The Penn Publishing Co. is offering \$100 in prizes for the best criticism of the novel

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★ ★ ★ ★ ★ ★ ★ ★ ★ ★
VOTE BY POSTAL TELEGRAPH FOR YOUR FAVORITE CAST IN "ANTHONY ADVERSE"



The world's greatest modern look is to be made into a motion picture. "Anthony Adverse" goes into production at Warner Bros. Studios September, 1934. WHAT HOLLYWOOD STARS WILL PLAY THE PARTS OF THE VARIOUS CHARACTERS IN "ANTHONY ADVERSE?" The task of selecting this cast is a gigantic one. Warner Bros., who will make this truly epic-length picture, and Farrar & Rinehart, publishers of the book, have teamed with the author to select the best of the best. The final selection of this cast, to make the cast of "Anthony Adverse" a truly representative choice of all American movie faces, Postal Telegraph has agreed to the use of this special ballot, which may be filled out and left at any of the following locations: The United Directory to Photoplay Magazine in New York City. All entries in this contest must be made no later than Sept. 15.

Below are listed the twelve most important characters in ANTHONY ADVERSE. In the blank space opposite each character write the name of the star you would like to see play the part.			
ANTHONY ADVERSE	1	NELETA	7
NAPOLEON BONAPARTE	2	G. J. OUVHARD	8
CARLO CIBO	3	SEÑORITA DOLORES	9
BROTHER FRANÇOIS	4	JOHN BONNYFEATHER	10
ANGELA GUESSIPPI	5	FAITH PALEOLOGUS	11
VINCENT MOLTE	6	DON LUIS	12

In this space write a message (up to 50 words) explaining why you choose Character No. 1 to play the part of Anthony

[illegible]

PRIZES: One thousand dollars in cash. Five MG4-Model Four Automobiles (no other major prizes or stock models). Ten round trips to Chicago World Fair via United Air Lines with one week's accommodation at the Drake Hotel, New York. One hundred dollar TWA Coloured Pearl Neckties. Sixty pairs designed for winners by Gilly Krivy of Hollywood. Twenty pairs of Majed Chai-Panam skin stockings, each prize good for one year's supply (40 pairs). One hundred antique, patented Pin-Far Star-Night Mirrors, in hand with No. 1000's leather shoes.

READ COMPLETE DETAILS IN PHOTOPLAY MAGAZINE BEFORE VOTING

Millions of these ballots will be distributed over the country by theaters, magazines and Postal Telegraph offices. When filled in they may be mailed or filed with Postal Telegraph

"Blue Marigolds." The contest is open to librarians only and each contestant must give the name of the library with which he or she is connected. Reviews may either be favorable or unfavorable and should not exceed 500 words in length. The contest ends on August 1, 1934. Entries should be sent to The Editor, Prize Review Contest, Penn Publishing Co., Philadelphia, Pa.

Bookshop Notes

When we were in Portland, Maine, recently we were very favorably impressed by the inside display fixtures of Loring, Short & Harmon. There is no flat display whatever. On each table is a sort of double easel or slanting display rack on which two rows of books may be placed. This brings the jackets up much nearer to eye level and obviates the necessity of customers stooping over the tables to look at the books. This is especially valuable with one- or two-copy lots where it is impossible to build up a display with the books themselves.

Market News

One Month from Now—A Forecast

APPOINTMENT IN SAMARRA, by John O'Hara. *Harcourt, Brace, \$2.50.*

LOVE ON THE DOLE, by Walter Greenwood. *Doubleday, Doran, \$2.50.*

NONE BUT THE BRAVE, by Marguerite Mooers Marshall. *Doubleday, Doran, \$2.*

THE TAKING OF THE GRY, by John Masefield. *Macmillan, \$2.*

THE ADVANCE OF SCIENCE, ed. by Watson Davis. *Doubleday, Doran, \$2.75.*

GOING ABROAD, by Rose Macaulay. *Harper, \$2.50.*

THE JEALOUS HOUSE, by Clarence Budington Kelland. *Harper, \$2.50.*

LET THE BAND PLAY DIXIE, by Roark Bradford. *Harper, \$2.*

THE NEW CRIME CLUB GOLDEN BOOK OF BEST DETECTIVE STORIES. *Doubleday, Doran, \$2.*

Aug. 16. A first novel by a frequent contributor to leading magazines. It is a realistic picture of modern American life. *Harcourt* will feature it.

Aug. 21. D. D. calls it the "Little Man, What Now?" of England.

Aug. 21. A new romance author. Will be advertised in the *Herald Tribune* and on the page in the *N. Y. Journal* where the author's column appears.

Aug. 21 (tent.). A large advertising campaign similar to that on "The Bird of Dawning."

Aug. 22. The past year in science, edited by the director of *Science Service*. To be advertised in daily *Times*. Circulars available for imprint.

Aug. 22. A comedy of the Basque coast, where some Oxford Groupers try to reform the natives and the visitors.

Aug. 22. A novel of the development of the social and financial fabric of a New York family from the days of the original "400" to 1914.

Aug. 22. Stories of southern Negroes.

Aug. 22. Containing three full-length novels, short stories, and selections from two books of detective memoirs.

Out This Week

AMORELLE, by Grace Livingston Hill. *Lippincott, \$2.*

BEALE STREET, by George W. Lee. *Ballou, \$2.50.*

A CONQUEST OF TIBET, by Sven Hedin. *Dutton, \$5.*

FOUR GENERATIONS, by Naomi Jacob. *Macmillan, \$2.50.*

FRIENDS AND ROMANS, by Virginia Faulkner. *Simon & Schuster, \$2.*

LONDON BRIDGE IS FALLING, by Philip Lindsay. *Little, Brown, \$2.50.*

MAGPIE, by Lois Vidal. *Little, Brown, \$3.*

MR. PIDGEON'S ISLAND, by Anthony Berkeley. *Doubleday, Doran, \$2.*

RIVERS GLIDE ON, by A. Hamilton Gibbs. *Little, Brown, \$2.50.*

TURNING TIDE, by Sara Ware Bassett. *Penn, \$2.*

THE WOMAN AND THE SEA, by Concha Espina. *Henkle, \$2.50.*

Amorelle, who is unhappy at Uncle Enoch's house, has to choose between two suitors.

An interpretation of the Negroes of Memphis, epitomizing the two worlds of the urban Negro, the business world and the underworld.

Front page reviews in the *Times* and *Herald Tribune* on the 15th. Special displays may be obtained on request. Large ad. campaign in *N. Y.* and out-of-town papers.

Macmillan has a \$1000 ad. campaign laid out for this story of a large Jewish family, owners of a great antique business in London. Special 2-color poster, 11 x 14.

A comico-romantic novel, with an Italian setting, by a young writer on the *Washington Post*.

A gorgeous picture of everyday medieval life in the story of the families who lived on London Bridge. The autobiography of an Englishwoman of the war generation, whose inherited tendency to neurasthenia drove her to seek adventure of all kinds in many parts of the world.

This month's Crime Club selection isn't really a detective story. It's much more interesting as a picture of the breakdown of conventional people in primitive surroundings, but Anthony Berkeley is always a master of suspense.

Mr. Gibbs hits the bulls-eye with a story that's What the People Want.

The author has a steadily growing audience for her Cape Cod romances.

A novel by a distinguished Spanish writer. Catholic Book Club selection.

Market News

The June Best Sellers

FICTION

1. LAMB IN HIS BOSOM, by Caroline Miller. *Harper, \$2.50.* After twelve months, one year, the reign of "Anthony Adverse" is interrupted by the Pulitzer Prize novel. Who says prizes don't sell books? 19 of the 79 stores sending us their best seller lists put it first, and it appeared on the lists of 62 stores in all.
2. ANTHONY ADVERSE, by Hervey Allen. *Farrar & Rinehart, \$3.* Appeared on the lists of 57 stores sending us their reports.
3. PRIVATE WORLDS, by Phyllis Bottome. *Houghton Mifflin, \$2.50.* A best seller at 36 stores sending us their June lists.
4. UNFINISHED CATHEDRAL, by T. S. Stribling. *Doubleday, Doran, \$2.50.* First of the five titles new to the best seller list.
5. SEVEN GOTHIC TALES, by Isak Dinesen. *Smith & Haas, \$2.50.* The best seller for June at five stores: Kroch's and the University of Chicago Bookstore, Chicago; Scribner's and the Britannica Book Shop, N. Y.; and Sessler's in Philadelphia.
6. THE GINGER GRIFFIN, by Ann Bridge. *Little, Brown, \$2.50.* Published in May, it didn't quite make the top ten that month, but in June ran up to sixth place.
7. THE PROVINCIAL LADY IN AMERICA, by E M. Delafield. *Harper, \$2.50.* Five stores listed this new title in top place for June: Mundy's, Syracuse; Beacon Book Shop, N. Y.; Gelber-Lilienthal, San Francisco; Judd's, New Haven; Preston & Rounds, Providence.
8. JOSEPH AND HIS BROTHERS, by Thomas Mann. *Knopf, \$2.50.* Another new June title. Three stores listed it as their leader for the month.
9. WITHIN THIS PRESENT, by Margaret Ayer Barnes. *Houghton Mifflin, \$2.50.* A best seller for the eighth month. 23 stores had it on their lists.
10. SEVEN MEN CAME BACK, by Warwick Deeping. *Knopf, \$2.50.* Another May book that didn't get quite to the top in that month, new on the June list.

NON-FICTION

1. WHILE ROME BURNS, by Alexander Woollcott. *Viking Press, \$2.75.* Back again in first place, with 19 stores telling us it was their June best seller of all non-fiction.
2. NIJINSKY, by Romola Nijinsky. *Simon & Schuster, \$3.75.* Steadily gaining. Up from fourth place in May. 6th printing. About 15,000 sold. Eight stores had it in first place, and it was second at many others.
3. LIFE BEGINS AT FORTY, by Walter B. Pitkin. *Whittlesey, House, \$1.50.* First at 8 stores reporting to us, listed by 37 altogether.
4. THE LIFE OF OUR LORD, by Charles Dickens. *Simon & Schuster, \$1.75.* 10 stores reported it first, and it was a best seller at 33 out of 79.
5. YOU MUST RELAX, by Edmund Jacobson. *Whittlesey House, \$1.50.* First of the four non-fiction titles new to the list in June, which are all grouped together here. Three Chicago stores and Fred Harvey's in Kansas City tell us it outsold all other non-fiction in June.
6. A BACKWARD GLANCE, by Edith Wharton. *Appleton-Century, \$3.* Published late in April, it has gradually reached the best seller class, with three stores reporting it as their June leader.
7. ESCAPE FROM THE SOVIETS, by Tatiana Tchernavin. *Dutton, \$2.50.* Three stores also report this as their June best seller, listed by 20 in all.
8. MODERN ART, by Thomas Craven. *Simon & Schuster, \$3.75.* The fourth new title on the list. June best seller at John Kidd's, Cincinnati.
9. THE NATIVE'S RETURN, by Louis Adamic. *Harper, \$2.75.* In its fifth month, it outsold all other non-fiction at Remington, Putnam's, Baltimore and Grant's in Utica.
10. 100,000,000 GUINEA PIGS, by Arthur Kallet and F. J. Schlink. *Vanguard Press, \$2.* A best seller at 20 stores sending us their June reports.

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts Dr: Drama Hi: History Po: Poetry Sp: Sports
Bi: Biography Ec: Economics Ju: Juveniles Re: Religion Tr: Travel
Bu: Business Fi: Fiction Mu: Music Sc: Science

Adams, J. McKee

Biblical backgrounds. 482p. (bibl. notes) il., maps
O [c. '34] Nashville [S. S. B'd of So. Bapt. Con-
vention] 3.75

A geographical survey of Bible lands in the light
of the Scriptures and recent research.

Anderson, Charles Joseph and Hillier, George A.

My government; a text book in Wisconsin civics.
208p. il. D '34 Milwaukee, E. H. Hale & Co., 3100
W. Cherry St. 1.28

Anonymous

Embers of love; a novel. 320p. D (Popular copy-
rights) [c. '32] N. Y., Grosset .75

Ashby, Rubie Constance

Out went the taper. 320p. D [c. '34] N. Y.,
Macmillan 2.00

A dreary rectory near the crumbling ruins of an
old Welsh monastery is the background of this mystery
tale.

Ayres, Ruby Mildred [Mrs. Reginald William Pocock]

From this day forward. 303p. D '34, c. '33, '34
Garden City, N. Y., Doubleday 2.00
When Willow lost Peter and her job on the same
day she decided to marry solid, unromantic Bob, only
to discover later, with emotional unhappiness for all
concerned, that she and Peter were still in love.

Bassett, Sara Ware

Turning tide. 310p. D [c. '34] Phil., Penn. 2.00

A romance with a Cape Cod setting.

Berkeley, Anthony, pseud. [Anthony Berkeley Cox]

Mr. Pidgeon's island; a novel. 347p. front. (map)
D (Crime club) c. Garden City, N. Y., Doubleday 2.00

Mr. Pidgeon plays a joke on the assorted group of
people he has invited on a yachting party, by maroon-
ing them on a deserted island and telling them they
have a murderer in their midst. But Mr. Pidgeon

Re

does not live to enjoy his joke, and Roger Sheringham
takes charge when primitive terror replaces the habits
of civilized life.

Bills, Arthur Gilbert

General experimental psychology. 630p. (bibls.)
il., diagrs. O (Longmans' psych. ser.) c. N. Y.,
Longmans 4.00

A college textbook, by an assistant professor of
psychology in the University of Chicago.

Bogardus, J. F.

Europe; a geographical survey. 726p. (bibls.) il.,
maps (pt. col.), diagrs. O c. N. Y., Harper 4.00

A study of modern European life from the geo-
graphical point of view, by an assistant professor of
geography in the University of Pennsylvania.

Bolton, Reginald Pelham

Indian life of long ago in the City of New York.
183p. (2p. bibl.) il., maps Q c. N. Y. [Joseph
Graham, 17 Vandewater St.] 4.00

The author explored the locations of nearly a hun-
dred Indian villages and camps in New York City in
gathering archaeological material for this description
of Indian life.

Bossard, James Herbert Siward

Social change and social problems. 798p. (bibls.)
O (Harper social sci. ser.) c. N. Y., Harper 3.50
A comprehensive discussion of social problems by a
professor of sociology in the University of Pennsyl-
vania.

Bradbury, Robert Hart

Laboratory studies in chemistry; to accompany 3rd
ed. of A first book in chemistry. 210p. diagrs. D
[c. '23-'34] N. Y., Appleton-Century 1.00

Brown, Cora, Rose and Bob

The wine cook book. 462p. O c. Bost., Little,
Brown 2.50

"A selection of incomparable recipes from France,
from the Far East, from the South and elsewhere,
all of which owe their final excellence to the skillful
use of wine in their preparation." Some menus are
included and several chapters on wines and mixed
drinks.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Buck, Roger

Ar
Biraka; a novel in woodcuts [lim., numbered de luxe ed.]. no p. O [c. '34] [N. Y., Author, 150 E. 49th St.] lea. 75.00, bxd.

In this novel in woodcuts the basic emotions to which the human soul is subject are portrayed through the story of Biro and Nora, two innocent people who are betrayed by love.

Burgess, Joseph Tom

Knots, ties and splices; rev. by Commander J. Irving. 127p. il. D c. N. Y., Dutton 1.50
A handbook for seafarers, travelers and all who use cordage; with practical notes on wire and wire splicing, anglers' knots, etc.

Burns, Cecil Delisle

The horizon of experience. 372p. (bibl. footnotes) O [c. '34] N. Y., Norton 3.50
A philosophy for the modern man, taking account of the new facts of the world today.

Cameron, Lady Mary, pseud.

Fi
Duchess by appointment. 287p. D [c. '34] N. Y., King 2.00

Cynthia Carmichael, beautiful and unemployed, agrees to take a job as an English duchess for one evening to insure success to the dinner party of Mrs. Blotz, a New York social climber—with amusing and dramatic consequences.

Carfrae, Elizabeth

Fi
Life's like that. 244p. D c. N. Y., Putnam 2.00
A large inheritance from the lovable old lady whose companion she had been, plunged unsophisticated, young Dorinda Brangwin into strange experiences and romance.

Celmar, Alec

Fi
Madeleine's last fall. 264p. O [c. '34] N. Y., Empire Pub. Co. 2.00
The adventures and misadventures of an American tourist in Paris.

Chase, Mary

Fi
Gay highway. 302p. D (Popular copyrights) [c. '33] N. Y., Grosset .75

Clendening, Logan, M.D.

The care and feeding of adults. 337p. (bibl. footnotes) O (Star b'ks) [c. '28-'31] Garden City, N. Y., Garden City Pub Co. 1.00

Click, Rufus Henderson

Po
Chimney fire poems. 112p. il. (pors.) T [c. '34] Cin., God's Bible School .75; pap., .35

Coe, Charles Francis

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Ransom. 294p. D [c. '34] Phil., Lippincott 2.00
After twenty years in a Canadian prison Alec Davers emerged into a different, post-war world where crime was an organized racket and tried to pick up the threads of a kidnaping that he had executed perfectly in the United States just prior to his imprisonment.

Cohen, Helen Louise, ed.

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One-act plays by modern authors; enl. ed. 579p. D '34 N. Y., Harcourt 1.40

Cox, Sidney and Freeman, Edmund, eds.

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Delaisi, Francis

Political myths and economic realities. 409p. O (Reprint ed.) N. Y., Peter Smith 3.00

Deval, Jacques

*** Fi**
That girl; tr. from the French by Lawrence S. Morris. 238p D (Popular copyrights) [c. '32] N. Y., [Grosset] .75

Dickens, Charles

The greatest pages of Charles Dickens; comp. by Stephen Leacock. 241p. il O (Greatest pages ser.) c. Garden City, N. Y., Doubleday 2.50
Selections from Dickens' works, arranged chronologically, which, with the compiler's comments, form an outline of Dickens' life.

Ju
Oliver Twist [photoplay ed.] 447p. O (Famous tales of adventure) [n. d.] N. Y., Grosset .50

Dilling, Elizabeth, Mrs. Albert W. Dilling

The red network; a "who's who" and handbook of radicalism for patriots. 352p. O [c. '34] Chic., Author, 53 W. Jackson Blvd. .75

Articles on Communism and Socialism in America, by one opposed to both, with a directory of all radical and liberal organizations and a who's who of radical and liberal leaders in this country. Incorrectly listed in the June 23rd Record as a publication of Caspar, Krueger, Dory.

Du Bois, Florence

A guide to statistics of social welfare in New York City. 332p. O (Research Bur. of Welfare Council of N. Y. C., study 3) ['34] N. Y., Columbia Univ. Press 2.50
Formerly published by the Welfare Council of New York City.

Durant, William James

Bi
Transition; a sentimental story of one mind and one era. 352p. O (Star b'ks) [c. '27] Garden City, N. Y., Garden City Pub. Co. 1.00

Child welfare [select list of recent references, 1931-date]. 5p. O (Russell Sage Found. Lib. bull. no. 125) '34 N. Y., Russell Sage Found. pap., .10

Coleman, Robert H., ed.

Pilot hymns; published for use in the worship hour, Sunday school, evangelistic services, young people's meetings, and all Christian religious exercises. no p. O [c. '34] Dallas, Tex., Editor .50; lea. cl., .35

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Alpha individual arithmetics (The); b'k 8, pt. 1; complete and unified text-workbook-tests. 192p. il., diags. O [c. '34] Bost., Ginn pap., .48

Anderson, Frederick

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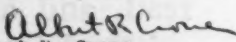
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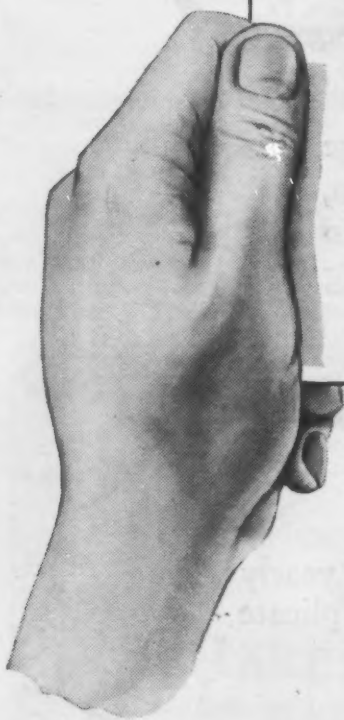
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